

## Fairfax Media partners with Google on digital advertising and technology

**Sydney, 12 December 2017:** Fairfax Media Limited [ASX:FXJ] (“Fairfax” or “Company”) today announced its Australian Metro Publishing business has entered into a partnership with Google across digital advertising, technology and product development.

The partnership recognises the value of Fairfax’s programmatic inventory and is designed to deliver significant commercial benefits for both organisations.

The partnership will actively leverage Google’s global technical expertise and capability in ad-tech and programmatic advertising combined with the value of Fairfax’s quality, independent journalism, brands and highly-engaged digital audiences of 10 million Australians a month.

Google will support Fairfax to sell and market programmatic advertising across *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review*, *WAtoday*, *Canberra Times*, *Brisbane Times*, and lifestyle properties. The partnership also extends to optimising publishing technology, digital innovation, driving digital subscriptions growth, and extending Fairfax’s use of data.

Fairfax’s Managing Director of Australian Metro Publishing, Chris Janz, said: “This is a big step forward for Fairfax Media. We are excited to be deepening our partnership with Google, providing advertisers with a new way to work with Fairfax. Google’s sales channels and market-leading programmatic technology will empower and enable advertisers’ to access Fairfax’s brands and reach our valuable audiences.

“We are bringing the very best that Fairfax has to offer together with the smarts and capability of Google. The result will be a stronger Fairfax Media and continued investment in journalism.”

Fairfax Chief Executive Greg Hywood said: “This partnership cements Fairfax’s place at the global forefront of digital publishing innovation, having rebuilt our publishing technology from the ground up. We are stepping up and understanding the future. We are ensuring our company, our media and our shareholders benefit from commercial opportunities available to us. We expect upside performance from this partnership will allow us to make new investment in our journalism.”

Managing Director for Google Australia and New Zealand, Jason Pellegrino, said: “We have long been working with publishing partners here in Australia. This deepening of our partnership with Fairfax allows us to jointly demonstrate the power of programmatic sales by combining Google’s best in class technology with Fairfax’s quality brands and deeply engaged audiences.”

Starting 2018, Fairfax’s commercial team will work with Google to focus on premium ad products, key client relationships and innovative commercial solutions.

### Ends

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