

MEDIA RELEASE

AUSTRALIA'S FINANCIAL REVIEW GROUP HAS FULLY INTEGRATED MULTIMEDIA NEWSROOM

Sydney, March 17, 2010: Fairfax Media's Financial Review Group is the first Australian news operation to be fully integrated for multimedia (newspapers, magazines and websites). It is one of a handful in the world with fully integrated newspaper, magazine and web operations. And it is one of the first anywhere to integrate online "end to end" – from content creation to the web portal.

This month we went live with a publishing system (Eidos Media's Methode) which eliminates the six systems we had for newspaper, magazine and web production with a single system enabling less handling of each story across the newsroom.

We implemented Eidos Media's Methode across our newspaper, BRW and their related web sites. Shortly the full suite of our magazines and related web sites will be migrated to the new system.

With a single newsroom all reporters, sub-editors, artists and photographers work across all publications - both print and web.

All our content is simultaneously available for all publications

- Sub-editors prepare content for print and web *at the same time* with no hand-offs to other systems.
- Reporters stories are simultaneously available to the newspaper, magazines and websites without requiring any extra work.

Within afr.com we've been adding exclusive new online content – in AFR MarketWrap5pm, Street Talk and the new Dealbook segment covering for major corporate transactions, regulations, law and commentary.

This week we published BRW in Methode, allowing the BRW staff to publish directly to brw.com.au. Our web sites for the MIS, CFO, Asset and Smart Investor brands will be upgraded as the integration technology is rolled out to completion. Full integration of Financial Review TV will follow, with upgraded content and regular programming.

Using Méthode means FRG is prepared for future technologies, including Apple's iPad and other e-Reader devices. Méthode is XML-based so FRG can configure the system quickly and easily to support new platforms as they are launched.

Today our core operational teams are aligned with customer requirements and we are well advanced in delivering for value to both readers and advertisers.



About Financial Review Group

Financial Review Group is part of Fairfax Media Limited, Australasia's largest newspaper publishing group.

Financial Review Group is the pre-eminent business and finance information provider in Australia. Titles published include *The Australian Financial Review*, *BRW*, *CFO*, *MIS*, *Asset*, *AFR Smart Investor*, inserted magazines *AFR Magazine*, *AFR Boss* and *AFR Sophisticated Traveller* both on an offline. *Financial Review Group* produces an extensive programme of conferences and events and offers a range of data and specialised education services. *Financial Review Group* customers are the most elite and influential in the country.

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