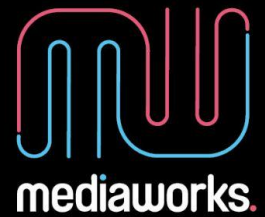


# MEDIAWORKS MEDIA RELEASE

17 NOVEMBER 2023

FOR IMMEDIATE RELEASE



## MEDIAWORKS DOUBLES DOWN ON OUTDOOR BUSINESS WITH APPOINTMENT OF CEO AND COO OUTDOOR

MediaWorks today announced it has bolstered its Executive Team with the appointment of Outdoor industry veteran Mike Watkins as Chief Executive Officer Outdoor and current Outdoor Director Brad Morgan as Chief Operating Officer Outdoor.

MediaWorks CEO Wendy Palmer said the business was recognising the importance of Outdoor in its overall product offering with these appointments. "New Zealand's Outdoor market is growing rapidly and this new dream team will help drive MediaWorks' growth in this space."

Mike Watkins spent the first 25 years of his career in many of New Zealand's leading advertising, design and film production companies - including Generator, Meares Taine, M&C Saatchi, Designworks and Film Construction.

In 2016 he jumped the fence to media, taking a role as General Manager of APN Outdoor, which was later acquired by JCDecaux. Until late 2023 he was Country Head of JCDecaux New Zealand.

Mike initiated the idea of Calibre, a universal Out of Home audience measurement system, playing a key role in building the platform which has now been adopted as the industry standard in New Zealand. For the past four years he has also served as Chairman of the Out of Home industry body OOHMAA.

At MediaWorks Mike will be reunited with former colleague Brad Morgan, who will move into the newly established COO Outdoor role. Brad has been at MediaWorks for more than two years, most recently as Outdoor Director, and has extensive Out of Home experience with previous stints at APN Outdoor, JCDecaux, and Go Media.

Mike Watkins said he was getting onboard at a pivotal time for the industry. "It's a dynamic area, with some big contracts up for tender, new asset formats and offers emerging, alongside the continued rise of programmatic. MediaWorks is primed to capitalise on all these opportunities alongside its radio and digital growth and I am thrilled to be part of the team to do this."

On stepping into the COO role, Brad Morgan said "I'm excited to be working alongside Mike again, leading MediaWorks Outdoor through an unprecedented time in the Out of Home industry and continuing to deliver exceptional results for our partners and clients."

Mike and Brad start in their new roles on Monday 20 November.

-ENDS-

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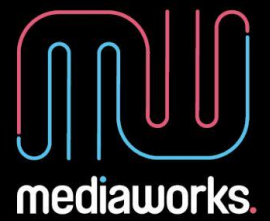
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**About MediaWorks:**

*MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. [www.mediaworks.co.nz](http://www.mediaworks.co.nz)*

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