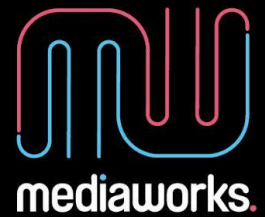


# MEDIAWORKS MEDIA RELEASE

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FOR IMMEDIATE RELEASE



## MEDIAWORKS TAPS MAX CHARNIN TO LEAD PROGRAMMATIC

MediaWorks announced today the appointment of Max Charnin as Head of Programmatic Outdoor and Audio, starting in April 2024.

Max is a highly respected and experienced programmatic specialist who will spearhead programmatic strategy, pricing and trading across MediaWorks' outdoor and digital audio products. Max joins Mediaworks from JCDecaux where he was National Programmatic Manager leading programmatic sales. Max has held lead roles at Vodafone and NZME, specialising in programmatic, digital sales, digital audio, video, and display. He began his career at Y&R New Zealand.

MediaWorks CEO Wendy Palmer says she is delighted to attract such a high calibre hire. "Max's extensive media experience across multiple facets of the industry makes him the perfect fit to head up MediaWorks programmatic. Marketers are increasingly looking for more data driven approaches to targeting audiences and MediaWorks is proud to be spearheading programmatic advertising in Aotearoa."

MediaWorks CEO Outdoor Mike Watkins said growth in programmatic in the OOH space had been phenomenal, doubling each year recently. "Bringing Max on board will enable MediaWorks to be at the forefront of this growth.

"I'm thrilled Max is joining the MediaWorks family as I know the impact he will have not only on our programmatic offerings, but the overall business. I had the pleasure of working with Max previously and he was my first choice when we created this role."

Commenting on his appointment, Max added "I am incredibly excited to take on this leadership role. MediaWorks is in a prime position to innovate in the programmatic space across their omni-channel offering. I look forward to pushing the growth of the channel and advancements in technology to create market leading work for our clients."

-ENDS-

**For more information please contact:**

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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)

mai

The edge

George®  
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA  
your Indian Radio

THE BREEZE

THE SOUND