



**Media release: 1 July, 2009**

**NOKIA CHOOSES NEWS.COM.AU AS AUSTRALIAN LAUNCH NEWS PROVIDER  
FOR OVI STORE**

News Digital Media's flagship news site *news.com.au* was today announced as the Australian launch news provider on Nokia's new Ovi Store (<https://store.ovi.com>).

The Ovi Store, announced in conjunction with the release of Nokia's flagship mobile computer the Nokia N97, is Nokia's one-stop-shop for new mobile content and applications.

On compatible handsets, Nokia mobile users will now be able to download the *news.com.au* mobile application from Nokia's Ovi Store for free straight onto their phone. Ovi Store is accessible from over 75 Nokia devices.

Nokia Interactive's Australian award winning sales partner, The Hyperfactory, will be representing the advertising space on the *news.com.au* mobile application.

Sue Klose, director of corporate development for News Digital Media said that the availability of the *news.com.au* mobile application on the Ovi Store strengthened News Digital Media as the market leading mobile news provider.

"Already the first choice for news content among mobile carriers, *news.com.au* has become the first choice for news on the mobile handsets.

"The Ovi Store is set to transform the mobile market and to be one of the first Australian news content providers on the Ovi Store is testament to the quality of our mobile sites."

Emile Baak, managing director, Nokia Australia and New Zealand said that providing popular, quality news content to its users is key.

"It is important for us to launch with the right mix of content to provide our users with a more relevant and personal mobile Internet experience.

"We're delighted to be partnering with a top news site like *news.com.au* and we're confident our users will benefit greatly from its presence on the Ovi store."

Ms. Klose concluded: "We look forward to further developing our relationship with Nokia Australia during this very exciting time for them."

Nokia Australia announced the launch of the Australian Ovi store at a media conference this morning.

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Screen shots of the *news.com.au* on the Nokia N97 are available upon request.

**About News Digital Media**

News Digital Media is one of Australia's largest and most innovative digital media publishers.

Its network includes *news.com.au*, *truelocal.com.au*, *careerone.com.au*, *carsguide.com.au*, *moshtix.com.au* and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.

[www.newsdigitalmedia.com.au](http://www.newsdigitalmedia.com.au)