



NOVA



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Buy tickets and listen to the music thanks to Nova and moshtix partnership

dmg Radio Australia's Nova network and 24/7 digital dance station Novanation have announced a partnership with Australia's premier online ticketing provider, moshtix, which sees a number of joint initiatives implemented between the two companies.

Firstly, the partnership sees both Nova and Novanation streamed from the NovaFM player inbuilt on the moshtix site – www.moshtix.com.au.

Ticket buyers visiting moshtix can now select which stream they'd like to listen to – the newest music playing on the Nova station in their state or the hottest dance tracks from Novanation.

Secondly, Nova will provide moshtix with editorial content for their site and moshguides – a weekly newsletter update sent to moshtix subscribers. In turn, Nova is hosting gig guide content supplied by moshtix in the events section on www.novafm.com.au.

Additionally, moshtix is now the preferred event listing and ticketing provider on Nova's recently unveiled iPhone and iTouch applicaton – **Nova Events**.

When purchasing moshtix event tickets on the Nova Events application, iPhone and iTouch users are taken to a co-branded transaction page that links through to moshtix's own iPhone and iTouch application to complete their purchase.

General manager of moshtix, Adam McArthur said: "Partnering with one of Australia's most respected music destinations, Nova FM and Novanation, is a great fit for Australia's leading online ticketing provider.

"moshtix continually looks for ways to enhance the user experience of its customers and by integrating the Nova player on our site, our users will be able to enjoy great music while browsing exciting events coming up.

"We are also very excited about the content sharing initiatives that come with the partnership. Our users can now benefit from Nova's great entertainment news and editorial while our events receive additional exposure to Nova's young, vibrant audience.

"There are a lot synergies between both companies and we look forward to growing the new partnership and realise its potential."

"Partnering with a like minded brand such as moshtix enhances our digital user experience, providing audiences with up to the minute event information and the ability to purchase tickets, be it online or through their iPhones" said Mohit Bhargava, DMG Digital Product Marketing Manager.

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