



**Media Release: August 19, 2009**

**Rob Pyne appointed Head of Media Strategy**

News Digital Media's chief commercial officer, Ed Smith, today announced the appointment of Rob Pyne as the company's head of media strategy.

Reporting to Mr Smith, the role has been created to ensure News Digital Media's clients get the maximum benefit from the best online creative resources available in Australia.

Mr Smith said, "Advertising online provides more media execution possibilities than any other form of media. Rob and his team will lead the thinking required to turn these possibilities into outstanding business results for our clients."

"Rob is one of Australia's leading media strategists, with multiple awards under his belt. Everyone at News Digital Media is thrilled to have him join the team.

Mr Pyne will join News Digital Media on September 1 from OMD where he has been national strategy director for the past three years. Prior to that, Mr Pyne was business director at Universal McCann and has more than 14 years experience working in media in the UK, China and Australia.

Mr Pyne said "I'm hugely excited to be joining News Digital Media at a time when the company is reporting record growth and representing the most engaging websites in the country. It's the place to be in digital.

"Three years at one of Australia's most strategic and online savvy media agencies has put me in a good position to help create great digital strategies for News Digital Media's clients."

Mr Pyne is deputy chairman of the Media Federation Awards Committee and is passionate about increasing the standard of media campaigns in Australia. He has

been the winner of multiple awards, including the 2008 MFA Best One-Off Media Innovation award and the 2008 MFA Food Grocery category award.

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**For more information, please contact:**

Kate McQuestin, News Digital Media, W: 02 8114 7552, M: 0419 591 150

E: [kate.mcquestin@newsdigitalmedia.com.au](mailto:kate.mcquestin@newsdigitalmedia.com.au)

**About News Digital Media** ([www.newsdigitalmedia.com.au](http://www.newsdigitalmedia.com.au))

News Digital Media is one of Australia's largest and most innovative digital media publishers. Its network includes [news.com.au](http://news.com.au), [truelocal.com.au](http://truelocal.com.au), [careerone.com.au](http://careerone.com.au), [carsguide.com.au](http://carsguide.com.au), [moshtix.com.au](http://moshtix.com.au), [thepunch.com.au](http://thepunch.com.au) and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail, The Advertiser and The Mercury. 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.*