

**#WEARE
CANTERBURY**

GEORGE BERRY

- OneNEWS
- TV3 and RadioLIVE
- New Zealand Rugby League
- Paralympics New Zealand
- SIDELINE NZ
- Audi quattro Winter Games
- GoldCoast 2018





ANDREW CURRIE

- Campbell Live
- TVNZ
- Mainland Football
- World Rugby
- Olympic Broadcasting
- Fish and Game
- Sky Sport

NFL star's insensitive Instagram gaffe

8:21 AM Tuesday 04 September, 2018



The greatest tennis player you never heard of

7:31 AM Tuesday 04 September, 2018



Inside Floyd Mayweather's private jet

9:08 AM Tuesday 04 September, 2018



Record-breaking Cook to end England cricket career

12:35 AM Tuesday 04 September, 2018



MAINSTREAM
MEDIA IS
BROKEN



WHAT CAN
WE DO?

WHAT COULD MEDIA LOOK LIKE



WHAT WERE
GLOBAL TRENDS



CONNECT ATHLETES
AND SPORTS TO
THEIR FANS



LOCAL



REVENUE BASED 1ST
ON VALUE & 2ND ON
VOLUME

01

ZERO INTEREST
IN NEGATIVE
STORIES

02

LOCAL, LOCAL
AND LOCAL

03

COMMERCIAL
MODEL IS BASED
ON VALUE, THEN
VOLUME

WHATS DIFFERENT

CONTENT



SUBARU_GODZONE



SIG_HOMES_RESULTS



COUNCIL_POOL

CONTRIBUTORS

Jane Watson, Shea Crotty, Marianne Delaney Hoshek, Julie Seymour, Sophie Pascoe, Tim Price, Ryan Crotty, Owen Franks, Grace Prendergast, Tom Latham, Cameron McIntyre, Jason Ryan, Peter Fulton, Anna Simcic, Joe Maddock, Kendra Cockedge, Frankie McKay, Leah Butt, Olivia Merry, Isaac Geisen, Tessa Boagni, Olivia Podmore, Ryan Crotty

