

NEWS FLASH

klick
communications

CLIENT: Klick Communications

Media title: Mediaweek

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klick.com.au

mediaweek

24.7 MEDIA NEWS

#1 25-54 #1 18-49 #1 16-39 #1 Ttl Ppl



MEDIAWEEK MORNING REPORT

Wednesday June 23, 2010

Starcom the only Australian media agency to win Cannes Media Lions
GQ Australia launches bar app and announces new magazine and website
Hamish and Andy sign a new UK radio deal – coming soon to Absolute
Too early to call 3MTR a "ratings flop"? Station PD Steve Price thinks so
US series of Underbelly to be promoted as "real-life Sopranos"
PLUS: 3m iPads and counting, new apps for The New Yorker & LA Times
Calombaris meets Butler, Kylie coming to Hey Hey, Tim Woner on Hung

Tuesday TV: Shine Australia's first series debuts with 1.13m
Minute To Win It, Seven News, TT and two hours of Grey's equal big Seven win

Overnight TV

TUESDAY METRO FTA ONLY

| ABC1 | ABC2 | ABC3 | Seven | 7TWO | |
|------|------|------|-------|------|------|
| 14.4 | 1.5 | 0.5 | 28.4 | 2.4 | |
| Nine | GO! | TEN | ONE | SBS1 | SBS2 |
| 21.1 | 1.5 | 23.7 | 0.5 | 5.0 | 1.0 |

TUESDAY METRO ALL TV

| FTA | STV |
|------|------|
| 87.0 | 13.0 |

TUESDAY REGIONAL FTA ONLY

| ABC1 | ABC2 | ABC3 | Prime/7 | 7TWO | |
|---------|------|------|---------|------|------|
| 13.1 | 1.1 | 0.5 | 28.0 | 1.3 | |
| WIN/NBN | GO! | SC10 | ONE | SBS1 | SBS2 |
| 23.8 | 1.9 | 24.2 | 0.8 | 4.3 | 1.0 |

Shares & audience numbers all people, 6pm-midnight, Overnight (Live and AsLive)
Source: OzTAM and RegTAM-AGB Nielsen

Overnight Rankings

Tuesday All People Top 20
1 MasterChef Australia Ten 1.836.000

GQ launches iPhone app

News Magazines' GQ last night launched Australia's first branded location-based, social networking-enabled iPhone app called BarSpy. Using location-based technology the \$2.49 app allows punters to get the latest info on what the men's mag considers the hot spots of the Sydney bar scene. Editor Nick Smith told the assembled throng of around 150 at Kings Cross hot spot Beach Haus that a Melbourne version of BarSpy was already in the works, with other cities likely to follow as well. Baker gave an informative demonstration of the app – complete with headset, which he quipped "no editor of GQ should ever wear". BarSpy includes a social networking layer so app users can connect, share and compete with their barhopping mates (including being awarded an "Underbelly" badge if they manage to visit a number of Kings Cross locations). The technology for the app was created locally by Kim McKay's Klick Communications. Mediaweek bought one (from iTunes) on the spot, and with McKay's help, configured it immediately! Smith also revealed that GQ will be launching a spin-off – GQ Style – which will be published biannually in September and March. The magazine will also be launching a content-heavy website in the second half of 2010, replacing what Smith referred to as virtually just a marketing page that currently sits at GQ.com.au.

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U2 in Frankfurt
valued at \$12,000

it's great to be...

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You.
channel 120



NO CURE