



## **MEDIA RELEASE**

### **FREMANTLEMEDIA AUSTRALIA, SEVEN NETWORK, NOVA ENTERTAINMENT AND AUTHENTIC ENTERTAINMENT LAUNCH RADIO X FACTOR ON NOVA**

**8 August, 2014**

With The X Factor live shows about to kick off, FremantleMedia Australia, the Seven Network, NOVA Entertainment and Authentic Entertainment have teamed up to launch Radio X Factor.

Radio X Factor will build on the strength and global success of The X Factor brand and the large Australian fan base with a nationally syndicated new format radio show, hosted by Nova's Kent 'Smallzy' Small from 'Smallzy's Surgery'.

With exclusive backstage access, Radio X Factor will be recorded directly after each Sunday's live show and will capture all the raw emotion of the contestants, the heartbreak and the elation, right in the moment.

Produced by Authentic Entertainment, Radio X Factor is packed with candid chats with judges and contestants, asking the questions the fans want answered and delivering some big performances from favourite contestants and special guests. It will feature music from global X Factor stars and Australian performance highlights.

Radio X Factor launches on the Nova Network nationally on Monday 11<sup>th</sup> August at 6pm, prior to The X Factor Live Decider 7:30pm on the Seven Network.

In partnership with The X Factor's sponsor Woolworths, Radio X Factor will be broadcast each week from the 'Woolworths Green Room' where the judges, host, contestants and guest stars will drop by.

FremantleMedia Australia General Manager, Brand Partnerships, Zara Curtis said: "Radio X Factor is the latest collaboration for the global phenomenon that is The X Factor, which has helped create internationally successful recording stars and introduced fresh new music to Australian and international fans. This is a perfect way to extend the show's appeal so fans can engage and experience even more highs and lows from contestants and insights from judges as we head towards the all-important live performances."

Seven Network Head of Marketing Ana Bacic said: “The X Factor is one of our biggest shows and we’re so excited to be working with Nova and Authentic Entertainment to bring fans even closer to X. This new project underlines Seven’s commitment to our market-leading brands as we expand our marketing and content power across all media platforms.

“We are the leading content company in Australia with some of the most successful brands and franchises in the country and we are focused on producing and delivering the content anywhere, anytime to the biggest audiences possible. Radio X Factor on Nova is a great initiative.”

NOVA Entertainment Group Program Director Paul Jackson said: “This partnership is a fantastic opportunity for listeners to get behind the scenes of one of Australia’s biggest shows and get unbelievably close with the contestants as they get closer to having their dreams realised. Smallzy talks to the biggest artists across the world nightly on ‘the Surgery’, he’s the perfect person to start talking to these aspiring stars at the beginning of the journey.”

Authentic Entertainment Broadcast Director Sam Thompson said: “We are thrilled to be creating a radio show for the phenomenally successful X Factor franchise, it has been a great experience collaborating with FremantleMedia, Seven Network and Nova. We look forward to future partnerships.”

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**About FremantleMedia Australia**

FremantleMedia Australia (FMA) is the market leader in the creation and production of entertainment and factual brands. FMA productions include the hugely successful The X Factor, Australia’s Got Talent, Recipe To Riches, Project Runway, Grand Designs Australia, Celebrity Apprentice and The Farmer Wants a Wife; and original drama such as Wentworth, Wonderland, Neighbours, Schapelle, Better Man, Mr & Mrs Murder, Killing Time and Devils Dust. FremantleMedia Australia is also market leader in the creation and production of digital media content. FremantleMedia is one of the largest international production companies in the world with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 countries worldwide.

### **About Authentic Entertainment**

Authentic Entertainment owns and operates some of Australia's longest running and much-loved music brands; Take 40, Live at the Chapel, The Hot Hits, My Generation & Weekend Breakfast. We are pioneering the OTT digital video space with Australia's biggest premium video network VEVO and the recent launch of [adultswim] as a digital platform.

We exist to transform brands, grow our clients business and entertain our audiences. We connect brands and consumers through great ideas, digital smarts and outstanding content creation.

### **About Seven**

Seven is Australia's most-watched television network. Seven is number one on primary channels and the combined audiences of additional digital multiple channels across primetime. Underpinning the network's success is its depth in Australian programming and leadership in major events and sports, including the Australian Football League and the Australian Open and a new long-term partnership with the Olympic Games. Sunrise continues to dominate breakfast television in its eleventh consecutive year of leadership and The Morning Show is now in its eighth year of leadership in morning television. The Seven Network is a key part of Seven West Media, a leading, listed national multi-platform media business in Australia with a market leading presence across broadcast television, magazine and newspaper publishing with Pacific Magazines and The West Australian, and online through the Yahoo7 joint venture with Yahoo! Inc.

### **About Nova Entertainment**

NOVA Entertainment comprises eight FM radio stations and one AM radio station. NOVA Entertainment's brands include Australia's number one radio network, the established Nova stations; Nova 96.9, Sydney, Nova 100 Melbourne, Nova 106.9 Brisbane, Nova 919 Adelaide and Nova 937 Perth; smoothfm 95.3 in Sydney and smoothfm 91.5 in Melbourne. In addition, NOVA Entertainment operates Adelaide's FIVEaa and Star 104.5 on Central Coast and the digital stations smoothfm, Koffee and Coles Radio.