SEVEN WEST MEDIA LAUNCH AUSTRALIA'S FIRST-EVER COMPLETELY INTERACTIVE, SHAREABLE AD

PRINT ADVERTISING AS YOU HAVE NEVER SEEN IT BEFORE:

X-FACTOR CREATIVE TO BE UPDATED WEEKLY IN REAL TIME THROUGH MARIE CLAIRE ON-SALE PERIOD

Thursday 1st August, 2013: Seven West Media will today reveal Australia's first enhanced Netpage ad – an interactive, shareable, augmented reality experience for X-Factor – running in *Who, FAMOUS* and *marie claire.*

Netpage is a ground-breaking free app that revolutionises the way readers enjoy magazines by seamlessly unlocking print content into a digital experience on a smart phone. When readers scan the new X-Factor ad with Netpage, X-Factor host Luke Jacobz will come to life with video 'appearing' as Luke talks to readers and introduces sneak previews of amazing new X-Factor talent.

X-Factor Netpage advertising content will be **updated weekly** in marie claire, as the first Australian brand to change a creative execution in real time through a monthly magazine's on-sale period. Readers will also be able to instantly share the X-Factor ad through Facebook, Twitter, email, SMS or Pinterest and also connect to the show's social media platforms.

Ana Bacic, Seven's Head of Marketing, comments: "This bespoke X-Factor execution gives magazine readers an exclusive taste of the show's incredible talent, whilst illustrating the new creative capabilities that Netpage technology offers.

"For the first time in an advertising format, the lines between print, TV and digital are blurred – and we are very proud to showcase this new advertising platform with X-Factor."

Pacific Magazines is the first publisher in Australia to utilise Netpage – and the second global market after the US to launch the exciting new technology.

Jackie Frank, editor/publisher, marie claire, says: "We are delighted to work with Channel Seven at pioneering the creative possibilities of Netpage for advertisers.

"The X-Factor Netpage ad is engaging, sharp and compelling – as readers go beyond the printed page in a seamless step to enjoy new X-Factor content delivered as a unique, interactive, print-to-digital experience."

New Netpage analytics will provide insights into how many ads have been viewed, which content has been clipped or saved, which social channels content has been shared on and how far through the social web content has travelled.

Peter Zavecz, Commercial Director, Pacific Magazines, adds: "Netpage bridges the gap between the printed page and the digital, interactive world.

"Clients are now only limited by their imagination as Netpage enables shareable creative on social networks and interactive campaigns which are instantly measureable."

Netpage requires no visible code to work and is enabled without any special printing process, or watermarking. Netpage's patented platform, Digital Twin™, leverages cloud technology to allow smart phones to recognise pages with the Netpage app, rendering the entire surface of a magazine interactive.

An estimated sixty-five per-cent of the adult Australian population owns a smart phone[i].

Netpage is available from the iTunes app store and Google Play.
https://itunes.apple.com/us/app/netpage/id562168829?mt=8
https://play.google.com/store/apps/details?id=com.netpage.nea

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[i] Google/TNS, Q1 2013