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Seven Network and LiSTNR Launch Cross-Channel Partnership with Leading Digital Bank ING

Southern Cross Media Group has announced the launch of a multi platform partnership with ING, led by Universal McCann (UM). One of the first fully integrated, cross-channel campaigns since the merger of Southern Cross Austereo (SCA) and the Seven Network, this extended partnership launches on 1 July 2026.

The partnership reimagines how premium content can move seamlessly across platforms, extending Sunrise's long-standing finance integration with ING into SCA's LiSTNR audio ecosystem. The result is a unified, multi-platform presence that delivers timely financial information to Australians wherever and whenever they choose to engage.

Since April 2024, ING has partnered with Sunrise to deliver twice-daily finance updates, fronted by its resident finance commentator, building a consistent and authoritative voice within Australia's most-watched breakfast program. In 2026, ING sought to evolve this partnership, with a clear ambition to reach new audiences and expand beyond broadcast television.

SCA and Seven responded with a solution that leveraged the full strength of the newly merged ecosystem. The daily finance segments from Sunrise will be dynamically adapted and distributed within LiSTNR's leading news podcast, *The Briefing*, alongside targeted streaming and social amplification.

This approach allows ING to maintain the integrity and familiarity of its trusted broadcast content while effectively scaling incremental reach into digital audio environments.

"This partnership is a clear demonstration of what's now possible as a unified SCA and Seven Network," said SCA's Head of Audio Sales Luke Minto. "We're no longer thinking in silos. We're taking proven, high-quality content and extending it across platforms in a way that feels native, contextual and seamless for audiences."

Seven's National Sales Director Katie Finney added, "ING has been a valued Sunrise partner for many years. This next evolution ensures their message continues to resonate, while tapping into new audiences across audio and digital. It's a powerful example of how our combined ecosystem can drive both scale and efficiency."

The campaign spans multiple touchpoints, including:



- Sunrise broadcast integrations featuring ING's finance commentator
- Contextual placement of finance updates within LiSTNR's *The Briefing* podcast
- Amplification across LiSTNR's targeted streaming network
- Social extensions across both SCA and Seven channels
- Long-form monthly content and consumer engagement mechanics

"We were impressed by the strategic opportunities this cross-channel partnership has unlocked," said UM's Senior Creative Connections Director Monique Chirgwin. "It's a brilliant showcase of the unified power of Seven Network and SCA. We've not only seamlessly extended ING's trusted financial content but are now reaching new audiences with unparalleled efficiency and contextual relevance, genuinely optimising impact across their entire daily media journey."

For ING, the result is a cohesive, cross-platform presence that reinforces its position as a trusted financial partner while meeting audiences in the environments they engage with most.

"ING is a digital leader with a long history of advocating for customers, and that means showing up in places and formats that feel natural, useful and trusted," said ING's Chief Marketing Officer Carly Yanco.

"Our expanded partnership with Seven and SCA is just one part of a wider digital engagement strategy, from platforms and content to creators and conversations, designed to demystify money and help Australians make sense of everyday finance.

"Having Matt Bowen continue that conversation brings financial news and education to life in a way that's accessible, relevant and genuinely helpful."

As one of the first campaigns of its kind following the merger, the ING partnership sets a new benchmark for cross-channel collaboration, highlighting how content, data and distribution can come together to deliver smarter, more effective outcomes for brands.

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