

Zara Curtis to head up Spring

FremantleMedia Australia (FMA) today announced that Zara Curtis had been appointed as General Manager of its pioneering content creation division Spring.

Curtis joins Spring from NewsLifeMedia where she was Commercial Director, and brings to the new role her more than 18 years' experience in media, brand marketing, digital and advertising sales.

Regional CEO - Australia & Asia Pacific, FremantleMedia, Ian Hogg said: "Zara's track record in the media industry, and especially in the magazine sector, is second to none. Her depth of experience in building and managing relationships with agencies and clients will be invaluable for Spring's development, as will her flair as a future-thinker."

Prior to NewsLifeMedia, where she spent almost two years, Curtis was at ACP for more than 10 years, during which time she held a number of senior sales positions and was responsible for driving record revenue growth across the company's renowned stable of women's magazines.

Hogg said that under Curtis's leadership, Spring's success story will move to the next stage of its development, building on the very strong commercial relationships it has established with its customer base, while also exploring numerous avenues for further growth in the digital space.

Curtis said she was thrilled to be joining Spring.

"With access to some of the best TV production and digital talent in the country, Spring is uniquely positioned for success," Curtis said.

"I'm really excited about driving the multiple business models Spring can offer and working with Australia's foremost TV producers, media agencies and media companies," she said.

Launched in September 2011, Spring is a world-first initiative for FremantleMedia, and was created to work with Australasia's leading brands, agencies and broadcasters to produce innovative and affordable content solutions including advertiser-funded projects and multi-platform iterations.

With the full support and commitment of FremantleMedia, Spring operates as a stand-alone division of FMA, with its own dedicated staff, its own premises, its own culture and its own attitude.

Its offering includes servicing the off-peak demands of the free to air networks, producing content for the digital channels, the expanding array of subscription channels, and working with agencies and their brands to offer intelligent, integrated content solutions across broadcast as well as the burgeoning digital platforms. Spring also works with FremantleMedia Enterprises, the brand extension arm of FremantleMedia, to enhance brand opportunities for clients.

"There is a huge demand for clever, quality and cost effective content that can run on multiple platforms in a media agnostic, audience-centric way," Curtis said.

"This is also a great time for brands and brand marketers as we see them take control of their digital content and reconnect with consumers through creative brand storytelling."

Curtis will join Spring in mid-July.

About FremantleMedia

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of the RTL Group, Europe's largest television and radio broadcast company, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies. FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world. The FremantleMedia Group (which includes FremantleMedia North America, UFA, talkbackTHAMES, FremantleMedia Australia and Original Productions amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles. FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), Hole In The Wall, Got Talent (co-produced with Syco in the UK and the US), The X Factor (co-produced with Syco in the UK), Take Me Out, Family Feud, The Price is Right, Farmer Wants A Wife, Gute Zeiten Schlechte Zeiten, and Neighbours.

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