

valmorgan

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Val Morgan promotes Dan Hill to CEO

HOYTS Group CEO Damian Keogh has today announced the promotion of Dan Hill to the role of CEO, Val Morgan Group.

Dan Hill was previously the Managing Director of Val Morgan Cinema and under his new remit he will take on the leadership and responsibility for the group including cinema and the digital outdoor business, VMO.

“Dan is a proven high performer and we look forward to him bringing the same leadership and skill he has shown at Val Morgan Cinema to the wider Val Morgan Group,” Mr. Keogh commented.

He added, “We are always taking stock to ensure Val Morgan’s relevance and offering across cinema and outdoor is the best it can be. Dan’s appointment will help Val Morgan more simply meet the needs and expectation of its clients, in providing end to end media solutions.”

The renewed Group structure will position Val Morgan as a comprehensive solution for advertisers looking to reach and connect with busy consumers. It will also set the business up for future growth as it continues to develop deep data solutions.

Mr. Hill commented, “As technology and data continue to enable better outcomes in the media industry, Val Morgan’s cinema assets and its 100% digital out of home network are at the apex of providing brand building media solutions for our clients.”

As part of the change Anthony Deeble has been promoted to Chief Commercial Officer across the HOYTS Group. Anthony Deeble will work closely on the business’ capital investment program and new business opportunities in Australia and internationally. He will also drive the operations and commercial growth across the wider Val Morgan group.

These changes are effective immediately.

For further information, contact:

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About Val Morgan

Val Morgan Cinema Network is Australia and New Zealand’s leading national supplier of screen advertising. Our network of over 2,000 cinema screens covers metro, regional and country areas and provides advertisers access to a sought after audience in a high impact environment, proven to deliver six times the engagement of television.

VMO is Australia’s largest path-to-purchase digital network with 10,000 screens across 1,000 locations. In Australia and New Zealand, it offers digital screen advertising in out of home environments. VMO is a leader in audience engagement – a world class provider of live, dynamic digital outdoor and has pioneered the use of facial recognition and audience metrics software in digital out of home. Known as Dart.

Val Morgan is part of the HOYTS Group – A Wanda Group Company.