

## Val Morgan announces new digital publishing arm: Val Morgan Digital

Val Morgan has today announced the addition of a new content division, Val Morgan Digital (VMD) that will see the media owner entering the world of digital publishing and unveiling a contemporary entertainment, lifestyle and health site.

The business will be led by Brian Florido who has been appointed Managing Director – VMD, joining Val Morgan on the 9<sup>th</sup> September. Brian comes across from Pedestrian Group with an outstanding track record in leading and developing innovative publishing strategies that have been instrumental to business growth.

Anthony Deeble, HOYTS Group Chief Commercial Officer comments, “we’re excited to announce our move into digital publishing and thrilled to have someone of Brian’s calibre joining our business. This is a natural evolution to our existing digital media proposition and will be a valuable and complementary addition to our cinema and outdoor networks.”

Brian Florido adds, “I feel humbled and privileged to be joining Val Morgan during this exciting time of media convergence. I’m energised to take on the challenge of leading the growth of the newly formed content division - Val Morgan Digital. I can't wait to get stuck into it and develop innovation across video and native products.”



Val Morgan is an industry leader delivering premium, engaged audiences across the Cinema and Outdoor sectors. Located throughout Australia and New Zealand, Val Morgan provides a 100% digital advertising solution for brands looking to connect with active consumers outside the home. The Val Morgan network comprises of 10,000 location-based digital advertising screens in cinema, retail, petro-convenience and fitness locations and offers digital publishing opportunities via its partnership with Fandom - the world’s largest entertainment fan site.