





MMEDIATE MEDIACO

the special interest content & platform company

The power of special interest



Television addicts 10m



Gardeners 1.5m



Brides 1.5m



2m



Crafters 2m



Cyclists

6m

Foodies 11m



Kids & Parents 1.3m





The power of our brands



RadioTimes









































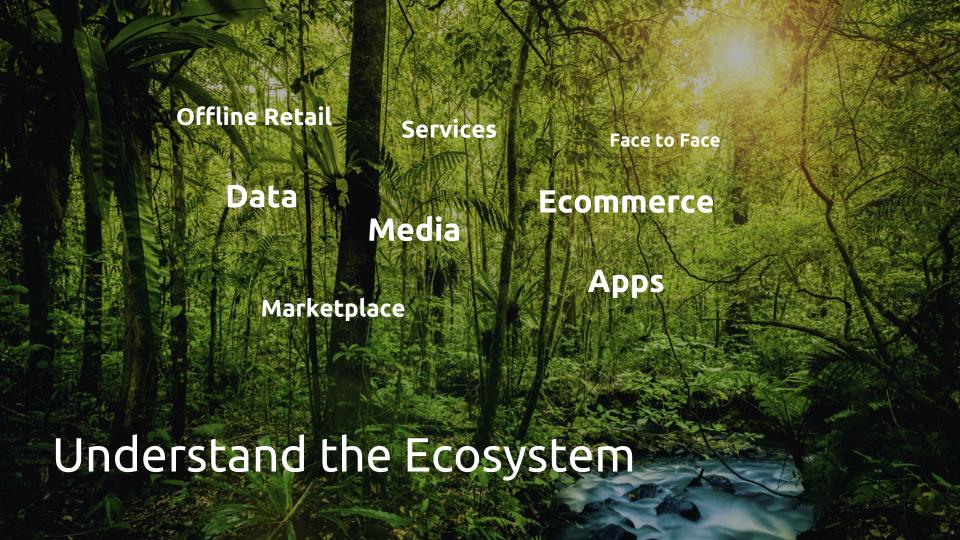




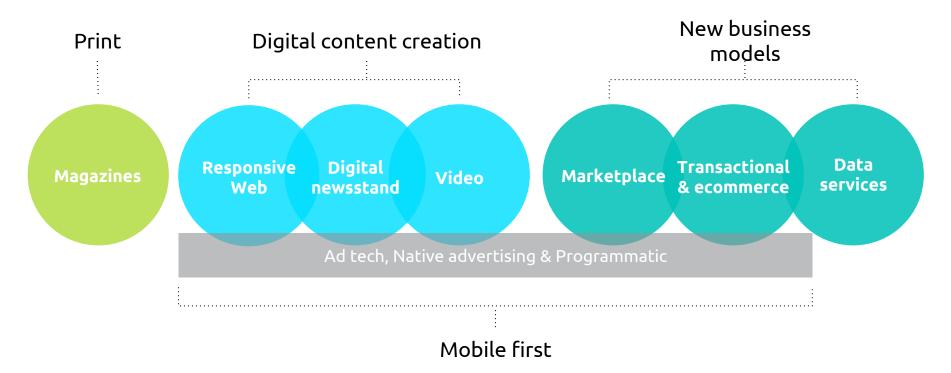


IMMEDIATE MEDIA[©]





Immediate platform strategy

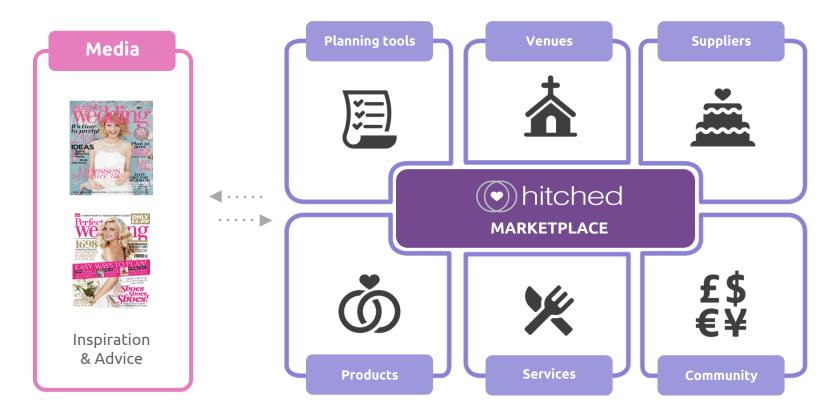








Owning the bridal journey



RadioTimes

At 92 years old, Radio Times is the UK's biggest selling quality weekly magazine brand

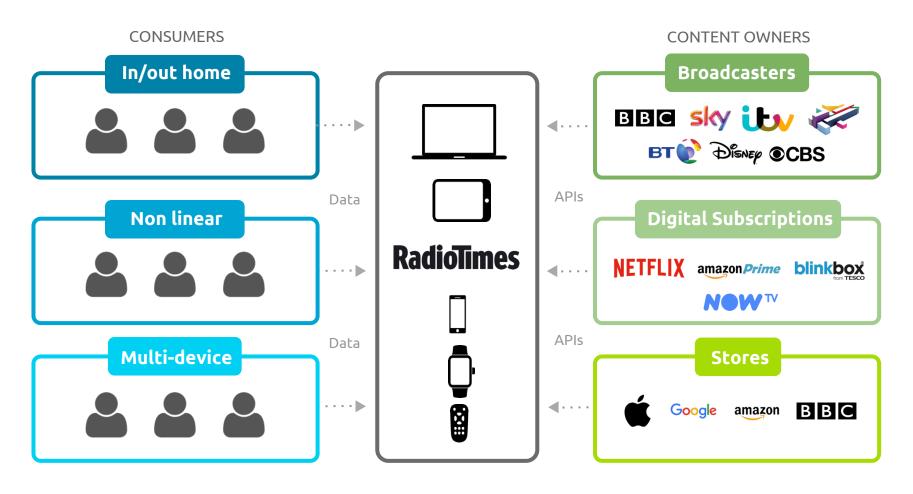




CONSUMERS In/out home Non linear Multi-device

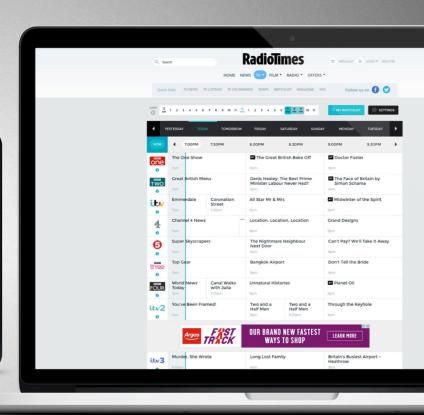
CONSUMERS In/out home Non linear **Multi-device**





Consumer Need + Guidance & Data = Actionable decision + Data & Revenue



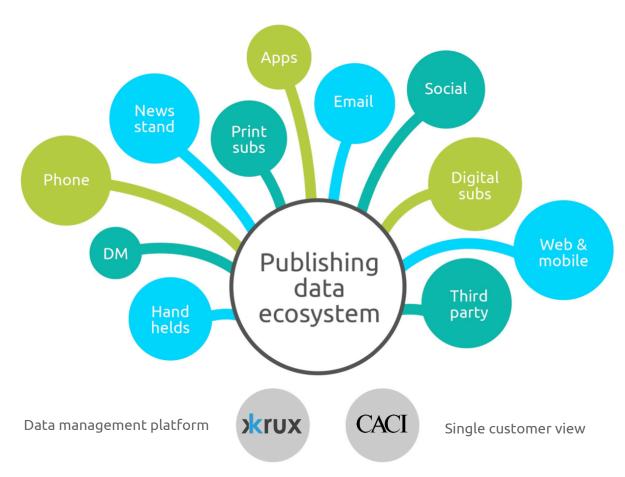


10m visitors, 60% traffic growth, profits scaling

Demand



Data at the heart of model



Data enabled Models

Direct Marketing

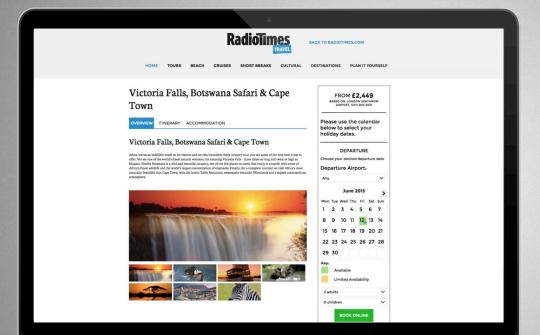
Transactions

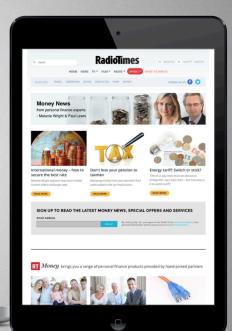
Ecommerce

Subscriptions

Research

Advertising











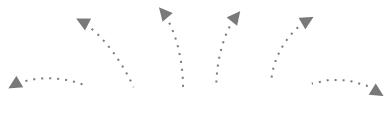






HISTORY







A global content brand









From 2012 to 2015

Employees from

750 1100

Revenue from

£140m > £175m

EBITDA growth

up **76%** in 3 years

Thank you