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MEDIA RELEASE

DAMIAN EALES, COO NEWS CORP AUSTRALIA, ELECTED PRESIDENT OF INTERNATIONAL NEWS MEDIA ASSOCIATION (INMA) BOARD

The International News Media Association (INMA) has elected Damian Eales, Chief Operating Officer of Publishing at News Corp Australia, as President of its board of directors.

Eales has sat on the INMA board since 2014 and has served as Vice President for the past two years. Eales also sits on the board of NewsMediaWorks.

“It is a real honour to be elected to this role at an inflexion point in the prospects for news media all around the world,” Eales said.

“The best news media businesses have weathered the storm of digital disruption and are now exploiting digital capabilities to power growth, engagement and grow new capabilities.

“The great thing about INMA is its character. Our international publisher members are universally willing to share best practice towards collective success.”

Also elected to the INMA board of directors is Chris Janz, Managing Director of Publishing at Nine. Janz is also a member of NewsMediaWorks’ board.

INMA is a global community of market-leading news media companies, engaging more than 10,000 executives at 700+ media companies in 70 countries. The board of directors oversees the strategic direction of the 89-year-old, non-profit organisation.

“INMA is the world’s leading provider of global best practice for news media companies looking to grow revenue, audience and brand amid profound market change,” NewsMediaWorks CEO, Peter Miller, said.

“We are big fans of INMA and we leverage their ideas, initiatives and the network of news media professionals involved. It is great that INMA will now be helmed by Damian who is an enthusiast and a sharp strategic thinker.”

The announcement was made at the INMA World Congress of News Media that took place from May 13 to 17 at the Times Centre in New York.

This year’s theme was “Inspiring and elevating the news media conversation”. Sessions included a print innovation workshop and a smart data summit, as well as study tours of *The New York Times*, *The Wall Street Journal* and CBS News.

The Congress concluded on May 17 with the Global Media Awards, with News Corp Australia and Nine both taking home awards. NewsMediaWorks received an Honourable Mention for its pioneering ADTRUST study.

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About NewsMediaWorks: NewsMediaWorks is the peak organisation representing Australia's leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Nine Entertainment Co, News Corp Australia and Seven West Media's West Australian Newspapers.

About International News Media Association (INMA)

The International News Media Association is a global community of market-leading news media companies reinventing how they engage audiences and grow revenue in a multi-media environment. The fast-growing INMA community consists of more than 10,000 executives at 700+ media companies in 70 countries. INMA is the news media industry's foremost ideas-sharing network with members connected via conferences, reports, Webinars, and an unparalleled archive of best practices. INMA has offices in the United States, Belgium, India, and El Salvador.

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