

Seven West Media accelerates digital investment in Western Australia

Seven West Media appoints new Head of Digital for West Australian Newspapers and Channel Seven Perth: Dan Stinton

Seven West Media today announced the appointment of Dan Stinton as Head of Digital for West Australian Newspapers and Channel 7 Perth. This newly created senior role underlines Seven's increasing commitment to the development, distribution and digital monetization of its unique content.

In the new role as Head of Digital, Mr Stinton will be relocating to Perth from November to lead and invest further in the already fast growing digital products, sales and development teams working alongside the cross platform WA editorial teams.

Commenting, Clive Dickens, Seven West Media's Chief Digital Officer said: "We are really excited to welcome someone of Dan's experience to lead the Digital team in Western Australia. It is a team which is already experiencing market leading revenue growth. This appointment will enhance this momentum. To leverage our WA scale and resources, assets, content and platforms requires a unique leader and in Dan we have identified one of the best."

Mr Stinton said: "I'm genuinely excited about the digital potential of West Australian Newspapers and Seven Perth. The ability to leverage the fantastic talent working across digital, television, print and radio – all in the one integrated newsroom – is unique in Australia. I'm looking forward to heading back to my home town to join the team and help build the audience across existing platforms and new digital channels - both in WA and throughout the world."

Seven West Media is building an extensive presence in the delivery of its content across all communications platforms. The strength of The West Australian across WA in publishing and online coupled with the market leadership of Channel Seven Perth will underpin the company's plans to dramatically expand its digital content delivery over the coming months. Driving this strategy is the integration of The West Australian with Channel Seven Perth, including the commissioning of an integrated news centre that delivers broadcast television, publishing, digital and radio newsgathering.

Commenting, Tim Worner, CEO of Seven West Media, said: "The power of brands such as The West Australian are key to our delivery of content to our audiences in whatever form and shape they wish to engage with our content. The West has a deep connection with the people of Western Australia. Our objective is to build on that deep connection into new forms of delivery of news and content relevant to our audiences in that market and beyond."

Chris Wharton, CEO of Seven West Media WA, said: “Much has been done over the past twelve months in building our businesses in Western Australia, in particular our focus on defining our digital future. The bringing together of Seven and The West and our ability to seamlessly deliver our content to our audiences on any device provides significant opportunities for our business and I am delighted to welcome Dan to lead our digital team.”

Mr. Stinton is a former Director – Business Development and Affiliates and Head of News and Information at Yahoo7. He is also the founder and Managing Director of eBev, a technology platform for the wholesale wine and beverage trade. He has a Master of Business Administration from the University of Western Australia and a Bachelor of Arts (English) Journalism from Curtin University.