



Monday, 29 July 2024

Nicole Waudby appointed Director of Commercial Strategy for The Nightly

The Nightly, Seven West Media's new free national digital news platform, today announced the appointment of Nicole Waudby as Director of Commercial Strategy.

Ms Waudby will lead advertising sales and commercial strategies for the rapidly growing digital publication. She joins The Nightly after an impressive eight-year tenure at News Corp Australia, where she was the General Manager of the Product Integration division and, prior to that role, the General Manager of Sales for *The Australian* and Prestige Titles, including *Vogue*, *Travel + Luxury*, *The List* and *Wish*.

Before News Corp, Ms Waudby held senior influential sales and strategy leadership positions at Time UK, Bauer Media Group and ACP Publishing.

Ms Waudby's extensive experience in print, digital and brand strategy will be invaluable as The Nightly continues to scale its commercial operations.

Brent Stewart, Seven West Media WA Chief Sales Officer, said "I'm so excited to have someone of Nicole's calibre on board to help drive The Nightly commercial proposition forward. Her experience in publisher media and working in partnership with major clients and prestige brands will be such an asset."

Official IPSOS iris industry data shows that 2.3 million people visited The Nightly last month, a 163% increase since March, as readers nationally embrace the news website and its weeknight digital newspaper.

Ms Waudby said: "I am delighted to be joining the team at The Nightly at such a pivotal time. Its fresh approach and take on digital news is resonating and with the audience rapidly growing, the opportunity to define the commercial strategy hand in hand with the platform's evolution is very exciting."

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and digital.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.