



Media Release
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FOR IMMEDIATE RELEASE

CPA Australia partners with evolution media's evoTV.com.au

evoTV, evolution media's online TV platform for financial services, welcomes CPA Australia as its most recent content partner.

Sydney: Today, evoTV has partnered with CPA Australia, adding another valuable content partner to the evoTV family.

Designed specifically to engage internet viewers, evoTV will provide CPA Australia with opportunities to grow their target markets, reach their key stakeholders and increase brand awareness both within and outside finance.

evoTV is truly the next step in the evolution of communications and engagement with a highly sophisticated and incredibly time poor audience, and the evoTV team is excited about the opportunity of working closely with CPA Australia.

"CPA Australia is one of the world's largest accounting bodies with more than 122,000 members in 100 countries. It is a global organisation representing an extremely relevant audience and source of intelligent information for evoTV. We are extremely pleased to have created this partnership and look forward to including CPA Australia members in our viewing audience, bringing them relevant, timely and value add information," said evoTV publisher and CEO of evolution media Vanessa Stoykov.

The evoTV audience is a mix of finance professionals and savvy consumers with access to over 300,000 viewers through valuable partnerships with industry bodies, traditional publishers, leading commentators and international finance organisations.

evoTV provides viewers with access to information, education and inspiration from key industry experts from all areas of the finance world and to thousands of viewers through our partner's networks. While the content has a large focus on Australian Financial Services, evoTV has global appeal and streams content from all around the world.

For more information on evoTV and to view the list of other content partners go to www.evoTV.com.au. Registration is free.



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NOTES TO THE EDITORS:

About evolution media and evoTV

evolution media is a specialist communications company that bridges the gap between full service agency and content publisher. evolution media specialises in the financial services industry and has full service capabilities across the areas of public relations, digital, advertising and branded content. It is a BRW Fast 100 company, has been operating for more than nine years.

evolution media is the creator of evoTV, an online TV platform featuring seven channels. evoTV is produced specifically for the internet, the content is original, and tailored to the finance community and consumers interested in the world of money.

evoTV has access to over 300,000 viewers through unique partnerships formed with content partners – including the FPA, ASFA and several other leading industry bodies and key influencers.

evolution media clients include ANZ Bank, Aon, Pengana, and several leading superannuation funds.

For more information visit www.evolutionmedia.com.au or www.evoTV.com.au.