

Monday, 22 February 2010

**evoTV news alert:**

**When print and digital collide: evoTV and The Week launch rapid-fire online show**

evoTV, the online TV platform for finance, has teamed up with Magazine of the Year The Week to develop an engaging current affairs show for Australians thirsting for news.

*The Week in Review*, hosted by The Week's Australian editor David Salter and screening on evoTV every Friday, will review the country's biggest issues in less than five minutes, from business to politics, sport to lifestyle, the high-brow to the low-brow.

The first episode of *The Week in Review* will launch on Monday, 22 February on evoTV and will screen on every Friday following.

evoTV founder Vanessa Stoykov said the show is perfect for evoTV's audience: "Our viewers are intelligent professionals who are time-poor but highly engaged. They want to keep up to date with what's going on but they don't have hours to do it."

"The Week meets its readers' needs brilliantly in print and for that reason, we knew it would make a fantastic online show. We give viewers finance news daily and now, in less than five minutes, they'll get a Friday fix of everything else they need to know," explained Ms Stoykov.

The Week, owned by publishing magnate Felix Dennis, was started in the UK 13 years ago by British journalist Jolyon Connell and was named Magazine of the Year at the 2009 Valencia Festival of Media. It launched in Australia on 31 October 2008.

Commenting on the new program, David Salter said: "This online partnership with evoTV complements The Week's existing print offering. We've proved with our format that a sophisticated, media-savvy Australian audience is looking for an easily-digestible but intelligent news service to keep them up-to-date with what's happening and why it's happening. *The Week in Review* with evoTV will add a new dimension to that."

**Watch *The Week in Review* on [www.evoTV.com.au](http://www.evoTV.com.au)**

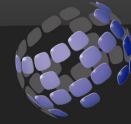
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### **About evoTV**

Launched in September 2008, evoTV is produced specifically for the internet and has a reach of more than 400,000 high net worth viewers. Original content including finance news is updated daily and tailored to the finance community and consumers interested in the world of money. Viewers can also access a video archive containing hundreds of interviews with leading finance and political figures as well as the unexpected heroes in business. evoTV is published by evolution media. [www.evotv.com.au](http://www.evotv.com.au)

### **About The Week**

The Week was founded 13 years ago by British journalist Jolyon Connell. Dennis Publishing acquired The Week when it had just 2,000 subscriptions. Today the UK edition sells more than 150,000 copies and the circulation of the US edition tops 500,000. The Week launched in Australia on 31 October 2008 and is on track to reaching a circulation of 25,000. [www.theweekmagazine.com.au](http://www.theweekmagazine.com.au)