



**Media Release**  
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FOR IMMEDIATE RELEASE

## evolution media launches evoTV, an online TV portal for all things money

**Financial services expert evolution media pioneers internet broadcasting with original content dedicated to money, for finance professionals and interested consumers both in Australia and around the globe**

**Sydney:** Today, the world of money will be exposed with the launch of evoTV, an online TV platform streaming seven channels dedicated to money. The portal reaches out to well over 100,000 viewers daily via unique content and distribution partnerships.

"The new model of publishing is fragmenting, and niche sites like evoTV are now able to deliver to interested viewers quality coverage designed specifically for internet consumption at every desired level of depth of content," said evoTV publisher and CEO of evolution media Vanessa Stoykov.

evoTV will deliver to advertisers the ability to target high net worth and sophisticated investors, making it a prime placement opportunity for many brands, both within and outside finance.

"We have deliberately kept the barriers to entry very low in terms of pricing," said Ms Stoykov. "evoTV has already sold out the launch period for advertising, as key brands continue to focus on the entirely measurable online space."

Creative Director of evolution media, Paul Wodrow believes that evoTV has an advantage as it's created by an agency, not a traditional publisher. "Through running an agency for the past nine years, evolution media understand that an audience needs to be entertained as well as informed in the finance arena. Our work with clients, like pioneering Digital TV for ANZ Bank, has helped us to finely tune the value proposition for internet viewers," said Mr Wodrow.

evoTV's Editorial Director, Antony Perring explains that the content on evoTV is independent, and chosen for its information and entertainment value. "We have some fantastic talent on evoTV, and have really been able to get some extremely important decision makers to open up and give viewers never seen before insights and access," said Mr Perring.

evoTV will kick off with seven channels offering a daily news service and comprehensive coverage in financial planning, investing, superannuation, responsible investing and money events geared to serve industry professionals and consumers alike.



Valuable partnerships with industry bodies, traditional publishers, leading commentators and international finance organisations give evoTV access to experts from all areas of the finance world and to thousands of viewers through our partner's networks. To view the ever increasing list of content partners log into [evotv.com.au](http://evotv.com.au) and view the partners section.

To begin receiving daily updates on all things money, viewers simply have to register on [www.evoTV.com.au](http://www.evoTV.com.au). Registration is free.

**Ends**

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#### **NOTES TO THE EDITOR:**

##### **About evolution media**

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. It reaches out to more than 100,000 viewers.

evolution media includes ANZ Bank, Fidelity Investments, Pengana Capital, GMO, Aon, CFA Institute, the FPA and several major super funds amongst its list of clients.

For more information visit [www.evolutionmedia.com.au](http://www.evolutionmedia.com.au)