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Pacific Magazines Signs MOU with xTV Networks

Australia's Best Publishing Brands Targeting Online TV

Highlights

- **Pacific Magazines is one the largest Magazine Publishers in Australia**
- **22 Major Magazines include Virgin Australia Voyeur, New Idea, Marie Claire, Who, Family Circle**
- **Pacific Magazines is a wholly owned subsidiary of Seven West Media Limited (ASX:SWM)**

xTV Networks Ltd ("xTV" the "Company") (ASX:XTV) is pleased to announce that Pacific Magazines has signed a Memorandum Of Understanding ("MOU") to collaborate with xTV.

Pacific Magazines is a dominant force in Australian magazine publishing and is the magazine publishing arm of Australia's largest television network, the Seven Network (ASX:SWM). Across its portfolio of titles, the magazine publishing company are nudging a 30% share of overall readership, and dominating readership in key publishing categories.

"Online TV networks show a lot of upside and the potential to expand quickly with xTV is a very exciting step forward for us and Australia's most sought after publications" said Darren Kerry, Head of Digital and Innovation at Pacific Magazines.

"The opportunity to partner with outstanding publishers like Pacific Magazines and power Online TV networks for their 22+ publications is an outstanding opportunity" Said Joe Ward, CEO of xTV. "We're seeing the potential to leap-frog the web site from Magazine to an Online TV experience in partnership with Pacific Magazines."

Pacific Magazines accounts for 35 per cent of magazine circulation and 50 per cent of women's weekly magazines sold in Australia and their portfolio now reaches 8.7 million Australians aged 14+ every month.

The portfolio of magazines titles include:

Better Homes and Gardens	Marie Claire
Bike	Men's Health
Bride To Be	New Idea
Diabetic Living	Practical Parenting
family circle	Prevention
Famous	that's life
Girlfriend	Total Girl
Home Beautiful	Virgin Australia Voyeur
In Style	Who
K-Zone	Women's Health
Lexus	Your Garden

ENDS



Joe Ward
CEO
joe.ward@xtv.net

Jane Morgan
Investor & Media Relations
investors@xtv.net

About xTV

xTV - the Next Generation Media Network Company allowing businesses to set up dedicated multi-channel online networks that integrate branded video and user-generated content with other real-time feeds.

www.xtv.net