



# REELTIME MEDIA LIMITED

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20 Bridge Street  
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**ANNOUNCEMENT FOR RELEASE TO THE MARKET**  
**REELTIME MEDIA LIMITED**  
**ASX: RMA**

## Australian Digital Marketing Institute

As part of its comprehensive digital marketing offering, the Company advises that it has launched its educational training business, Australian Digital Marketing Institute (ADMi).

### **About Australian Digital Marketing Institute (ADMi)**

ADMi ([www.thedigitalinstitute.com.au](http://www.thedigitalinstitute.com.au)) was developed out of a need for high quality, current training in digital marketing services and technologies. The business had been in incubation up until late August when the first courses commenced. During this period, a team of RMA's leading online marketing and educational training specialists developed a comprehensive offering of training courses to service the growing need for further education within the industry.

### **Courses Provided**

ADMi provides training across a comprehensive range of digital marketing specialties including Google AdWords, Search Engine Optimisation (SEO), Social Media and LinkedIn, and caters for beginner to advanced students. Shortly, ADMi will be expanding its course offering to include website development and technology training including the Adobe Creative Suite, Microsoft Office, and various accounting and Customer Relationship Management (CRM) platforms. Courses include 2 hour to full day sessions.

### **Continuing Professional Development**

The training and education provided by ADMi is a key component to ensuring RMA provides world-class services to its clients. ADMi will be used for continuing professional development of RMA staff to maintain an industry-leading standard of service across all RMA brands.

### **E-learning**

ADMi will be developed to include e-learning modules which will enable students globally to subscribe for online ADMi courses.

**Lead Generation**

ADMi will also provide an avenue for RMA to connect with thousands of business owners, marketing consultants, corporate and not-for-profit organisations, and other agencies through the provision of its suite of training courses targeted at a range of levels.

**Course Locations**

Courses are currently being delivered in Sydney, Melbourne, Brisbane, Perth and Auckland.

**ADMi Website**

ADMi's website provides a comprehensive overview of the courses provided and enables students to enrol and pay online. See [www.thedigitalinstitute.com.au/enrolments](http://www.thedigitalinstitute.com.au/enrolments).

**ADMi's General Manager Appointed**

RMA has appointed the services of Aisha Dani in the role of **General Manager, ADMi**. Ms Dani has over a decade of experience in developing training organisations including several successful start-ups, and most recently as CEO of Quest Corporate Training, a Middle East organisation for English training in the aviation industry.

**RMA Strategy**

The Managing Director of Reeltime Media Limited, Mr Gabriel Ehrenfeld, commented, "The interest shown in ADMi has warranted the investment of effort and resources, and progressed the Company in its stated goal of the provision of content and operations to ISP, retail and media partners."

Queries can be directed to:

Ian Sanderson  
Company Secretary

## **ABOUT REELTIME MEDIA LIMITED**

### **Digital Service and IT Company**

Reeltime Media Limited (ASX: RMA) is one of Australia's largest and fastest growing Digital Services and IT companies. RMA's 100% wholly owned subsidiaries specialise in the delivery of online applications, marketing solutions, IT solutions, training & consulting to SME's and corporate clients. Including acquisitions under contract, the Group collectively employs approximately 220 personnel, services in excess of 4,000 clients and has offices in Sydney, Melbourne, Brisbane, Perth and offshore.

RMA is experiencing substantial growth with the ongoing acquisition of website development companies, digital services agencies, IT services businesses, and the development of new profitable businesses to fill demand for training and social media services. This growth is compounded by the shift in client spend from offline to online advertising and an increased need for IT-based solutions within their businesses.

Businesses acquired into the Group typically achieve an immediate increase in profitability through the centralisation of administrative functions and more efficient deployment of existing personnel and assets. Substantial revenue growth is achieved through the cross-selling of a wide range of services that are already being provided under different brands in the Group. This results in higher customer satisfaction, reduced client churn, higher average client spend, and in turn greater shareholder returns.

RMA continues to seek potential acquisitions to increase its market share of the digital services industry and provide a complete service offering for SME's and corporate clients.

### **Divisions within RMA**

RMA's resources and brands are arranged according to the following three primary divisions:

#### **Digital Services Division**

The Digital Services Division includes the provision of the following services through RMA's subsidiaries:

- Website design & development
- Paid search engine advertising including Google AdWords
- Search engine optimisation (SEO)
- Display advertising
- Social Media management
- Mobile apps
- Custom software development
- Domain names

#### **IT Services Division**

RMA's IT Services Division provides a range of hardware and software solutions to businesses via its subsidiaries. The Group has identified the need to provide clients with an end-to-end solution beyond digital services as clients often associate IT with online services. Current services provided by RMA include:

- Managed IT services
- Hardware solutions
- Software solutions
- Cloud solutions
- Web hosting & co-location
- Data backup & security

#### **Training Division**

RMA's Training Division was established to fill the need for high quality training on digital services and IT, and provide RMA personnel with continuing professional development given the rapid rate of change in the digital services & IT industries. RMA launched its training business, Australian Digital Marketing Institute (ADMi), in August 2013. ADMi will undertake the necessary steps to become a registered training organisation (RTO) within 12 months.