



MEDIA RELEASE  
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## **Independent Digital Media (“IDM”) appoints Seth Yates, Chief Technology Officer**

Seth Yates, former CTO of Fairfax Digital, has been appointed as the new CTO of Independent Digital Media, the digital media business within IPMG.

Announcing the appointment, David Burkett, CEO of IDM, said “Seth brings a diverse and deep level of digital experience to IDM. In the position of CTO Seth will play a pivotal role in executing our current launch plans as well as assisting in the acquisition and integration of new businesses.”

“Seth’s strong technical and management background working for one of Australia’s largest Online Publishers for the last 6 years is matched with a passion for building new businesses in a start-up environment. We are excited to have Seth join us at this stage of the company’s development. Seth will be instrumental in building IDM to a significant Online Publisher in the Australian marketplace.”

Of his appointment, Mr Yates said: “I’m very excited by the opportunity to make a significant contribution to the company at this early stage. They have already assembled a good team, have ambitious growth plans and are backed by an owner who is passionate about the media space and is dedicated to building a new digital media business.”

Yates joined IDM on 7 July 2008.

ENDS

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### **About Independent Digital Media**

Independent Digital Media (IDM) is a wholly-owned subsidiary of Independent Print Media Group (IPMG). IDM was founded in December 2007 with the charter to build a diversified digital media business across Australia and New Zealand.