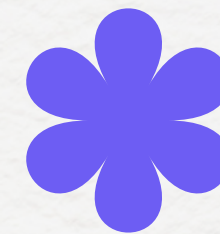


The next **generation** of sports journalists + sporting partnerships





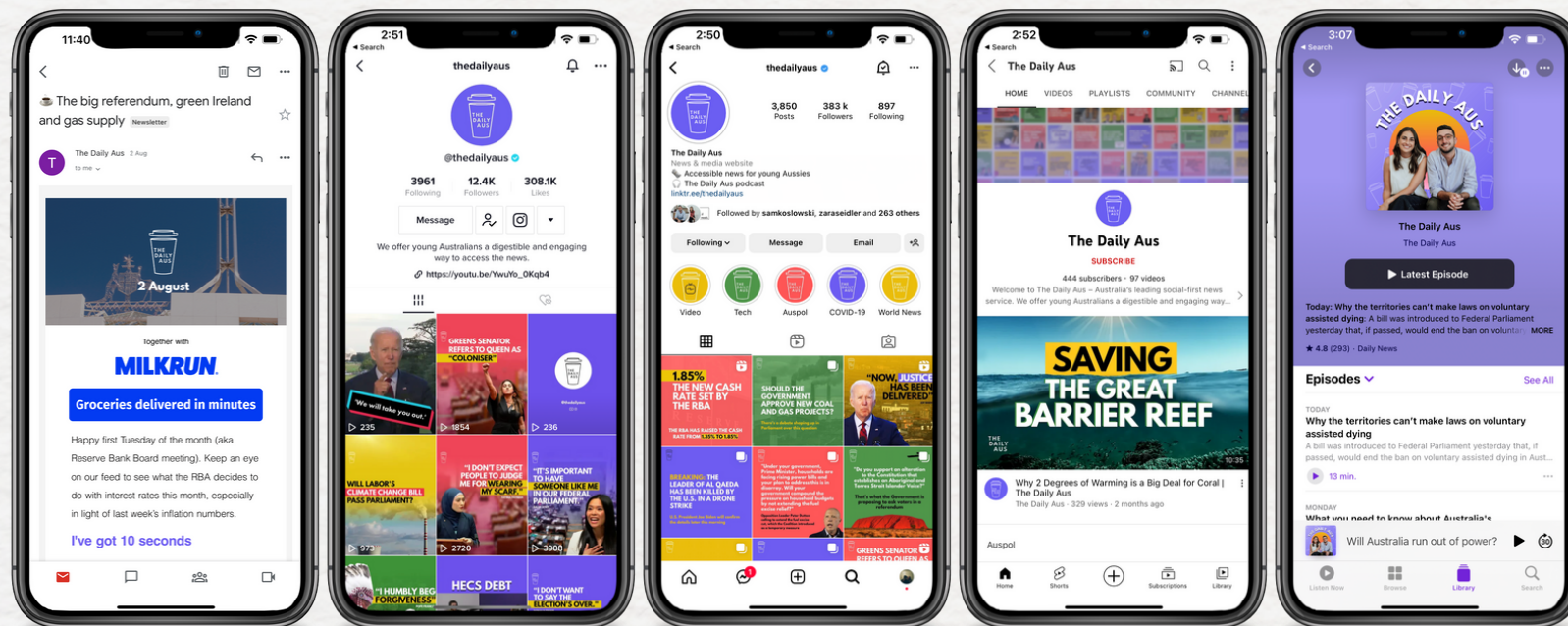
TDA empowers young people to engage with the world around them

**1.4 million
Australians
per month**

The primary source of news for 70% of our audience

75% of our audience is women

78% of our audience is under 35





PURPOSE

Young people look to brands that lead by example



Brand engagement is sky-high



If they don't like the brand, they don't like TDA

15 May 14:30
Paid partnership with up_banking

IS KEEN TO KNOW

Do you think you'll cut back your retail spending in the second half of 2023?

Yes	73%
No	27%

@UP_BANKING

Hey! Is this you?

- Have a cervix
- Aged 25-74
- Ever had sex

Then you need to get a Cervical Screening Test every five years.

The new self-collection option means you don't have to have the uncomfy speculum experience - you can do your own test with a simple swab.

Find out more here:

Australian Government
Department of Health and Aged Care

BROUGHT TO YOU BY KATHMANDU

Get outside to change your brain - it lowers stress, increases empathy, creativity and happiness. Visit Kathmandu for winter gear. Let nature do the rest.

THE DAILY AUS Kathmandu We're out there

improved and the liver damage is significantly decreased.

A message from our sponsor

15-21 May
Australian Made Week
Australian Made makes Australia

Looking to make a positive impact with your purchases? Your answer is right here on Australian soil. Yep, you know that little green triangle with the yellow kangaroo on it? That logo is your ticket to making a real difference in your community. From food to fashion, furniture or skincare, [Australian made](#) products are of high quality and ethically produced. Not only that, but you'll be helping to create jobs and support local economies. Together, we can champion Aussie makers and growers this [Australian Made Week](#).

A TDA tidbit

Triple J has announced it is doing a countdown of the 100 best *Like A Version* performances of all time. Voting opens on 22 May, before the countdown will



NIKE x TDA - THE TRAINING SQUAD

The problem: Men write 87% of sports stories in Australia. Even though 56% of all journalists in the country are female, only 10% of sports journalists are female.

The question: How do we get more female sports reporters into the Australian media landscape?

The solution (...well, one of the solutions): Ensure that rising stars have the tools they need to excel in sports journalism. The best Australian female and gender diverse journalists at a Global Sporting Moment in Brisbane in 2032 got their big break because of the Nike x TDA 'Training Squad' Program.



NIKE x TDA - THE TRAINING SQUAD

Via TDA's experts on digital media and journalism and knowledge of best practices, and Nike's resources and access to sports stars, five young female and gender-diverse sports journalists across Australia will be equipped with the skills and support to create engaging content related to women's sports, using the 2023 FIFA Women's World Cup as the first (not only) moment to grow both their platforms and reputations in Australian media.

Role of
different social
media
platforms in
journalism

Relationships
between
journalists,
athletes and
brands

How to
produce high-
quality
journalism with
limited
resources

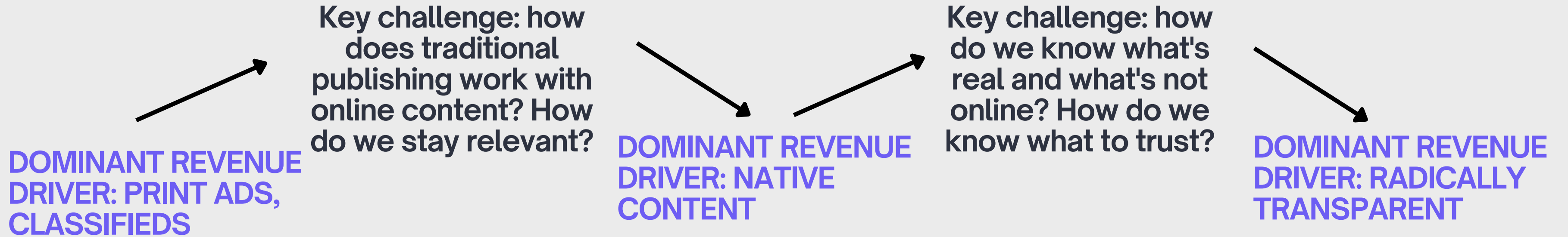
Female athlete
physiology

Sports media
consumption
habits for a
Gen Z
audience

The key
storylines of
the next
decade of
women's
sport



SPORT PARTNERSHIPS AND THE NEXT GENERATION OF NEWS CONSUMER



2000

2010

2023

"I don't mind seeing an ad as long as it doesn't get in the way of the content"

"I don't mind if a story is a partner story, as long as it is a good story."

"I've grown in an era of influencers, Trump and decentralised news. How do we know what to trust? What are the values of this partnership?"



The TDA reader: 2 years old

The TDA reader: 12 years old

The TDA reader: 24 years old



THE TOP WAYS TO CONNECT TO US

Display your social values

Stand for something, be consistent, own up when you make mistakes, and take fans along the decision-making journey. Brands, talent and rightsholders are all expected to have a view on political issues. Get ahead of it.

Follow fan behaviour - closely.

Understand where you're finding your relevance, and double-down on those spaces. Think of yourself not as a trend-setter, but a trend-enhancer.

One interesting trend: athletes are more interesting than the game they play.

Understand that we are on more than one device while watching sport.

46% of Gen Zs use social media platforms or other apps whilst watching sport (compared to 30% of the general population). This presents a massive opportunity to brands, talent and rightsholders.

Think about the spaces where young people move in, but you're not.

For example, how are you working with dating apps? Are you satisfied with the ways you incorporate music and fashion in your gameplan?

These areas are not 'distractions' - sport is now holistic.



The hard sell:

TDA is looking for partnerships with brands, agencies, broadcasters, sports and talent.

Partnerships executed by Gen Z, for Gen Z. Big-scale, purpose-driven, well-executed. Let's chat.