



AAP'S JOURNALISM & SOCIAL MEDIA REPORT 2019

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About the Survey

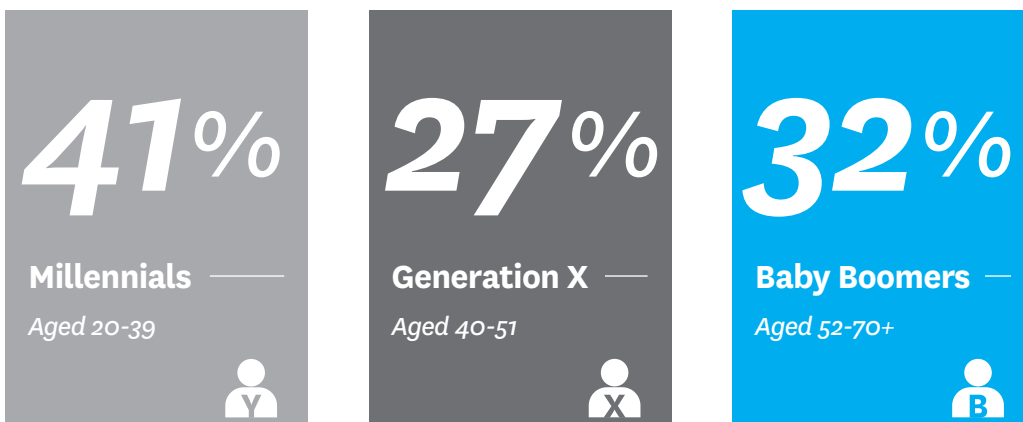
Welcome to the findings report for Australian Associated Press's (AAP's) Journalism and Social Media Survey 2019. As Australia's national news agency, AAP conducted this survey to provide insights into the ever-changing media landscape in Australia, which is affected by an increasing focus on digital and social media. 918 respondents participated in this year's survey, providing a comprehensive result which helps us understand the influence that social media has on journalism today.

Of the 918 respondents, 50% identified as male and 50% as female. Respondents were categorised by the following age groups: Millennials (20-39), Generation X (40-51) and Baby Boomers (52-70+). The majority of the respondents (41%) were Millennials, followed by Boomers (32%) and Generation X (27%).

This report compares the findings between 2013 (sourced from a previous AAP Journalism in Australia Survey) and 2019, exploring how social media's impact on journalism has changed across this time period. These social media findings provide insight into frequency of use, changes in productivity and how social media affects the quality of journalism.

This report illustrates how these changes are shaping the needs of the industry, particularly with an understanding of the diversity of today's media, with blogs and social media being increasingly recognised as legitimate sources of news and playing a bigger role in the day-to-day lives of journalists across Australia.

FIGURE 1: SURVEY RESPONDENTS AGE GROUPS





Snapshot of Social Media Users



EMAIL CONTACT

When respondents were asked how they preferred to be contacted, email remained the number one method with a staggering 81% of respondents saying that they preferred to be emailed.



FACEBOOK USERS

Facebook has the most active users, with 88% of respondents saying they use the platform for at least 2 hours a day.



ORIGINAL CONTENT

Posting original content and promoting original content are key drivers of social media use and activity with 36% of respondents saying they post original content 'all the time' on social media and 34% saying they promote their content 'all the time.'

Journalists Preferred Method of Contact



FINDING ONE

1

TRADITIONAL COMMUNICATION METHODS TAKE THE LEAD

Although social media usage is increasing in today's society, respondents still prefer traditional communication methods for being contacted.

Email remained the number one method with a staggering 81% of respondents, followed by mobile phone (14%) and landline (4%).

Unsurprisingly, direct messages on social media was the least popular way of being contacted with each platform (Facebook, LinkedIn, Instagram and Twitter), only being selected on average by 0.4% of respondents.

Comments made by respondents confirm the aversion to being contacted via social media. One respondent stated that "it can be a distraction" and can force work to "seep into your private life." Another respondent said that being contacted on social media can be difficult with the "limited word count," which means that a lot is "largely up for interpretation." This illustrates why being contacted via social media is not always trusted or preferred by respondents.

However, of those who did select social media as their preferred method of being contacted, Facebook took the lead with 50% of respondents agreeing, followed by Twitter with 29% of respondents.

FIGURE 2: PREFERRED METHOD OF BEING CONTACTED

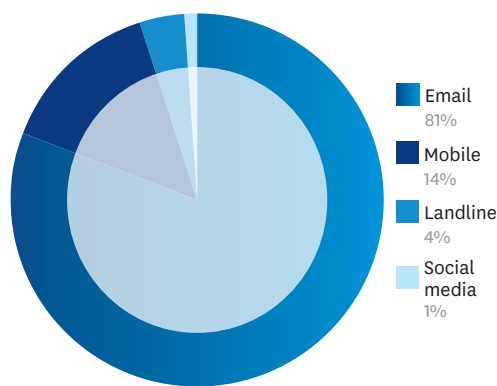
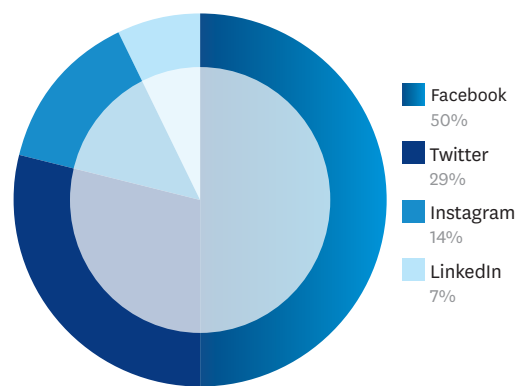


FIGURE 3: PREFERRED METHOD OF BEING CONTACTED VIA SOCIAL MEDIA



Time Spent on Social Media



FINDING TWO

2

MORE THAN TWO HOURS OF USAGE A DAY ACROSS ALL SOCIAL MEDIA PLATFORMS IS THE NORM

Although respondents indicated they prefer to be contacted via more traditional means, respondents still reported they use social media throughout the day.

When looking across all social platforms, Facebook had the most active users, with 88% of respondents saying they use the platform for at least 2 hours a day. Of this 88%, more than 2% of these said that they use the platform for over 8 hours a day.

FIGURE 4: TIME SPENT USING FACEBOOK FOR WORK

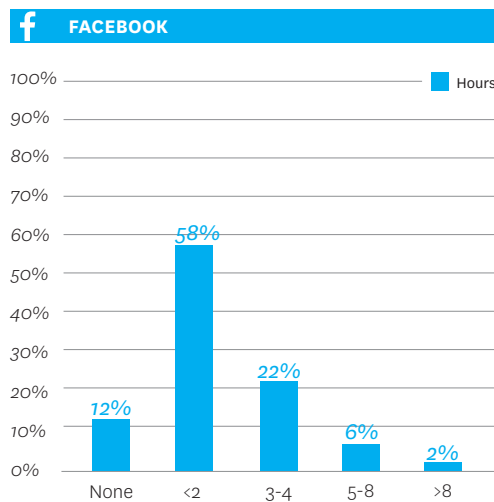


FIGURE 5: TIME SPENT USING TWITTER FOR WORK

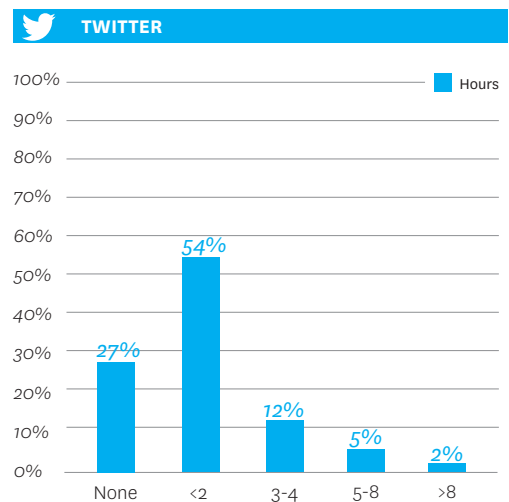


FIGURE 6: TIME SPENT USING INSTAGRAM FOR WORK

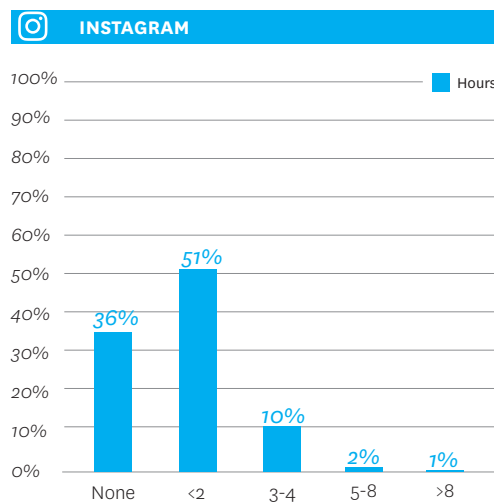
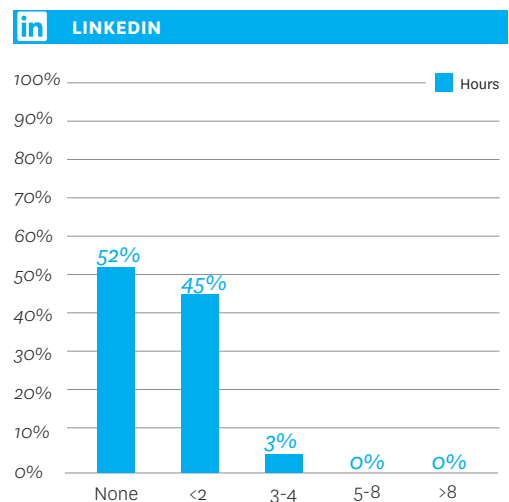


FIGURE 7: TIME SPENT USING LINKEDIN FOR WORK





Time Spent on Social Media (continued)

The least-used social platform was LinkedIn with 52% of respondents admitting to never using the platform.

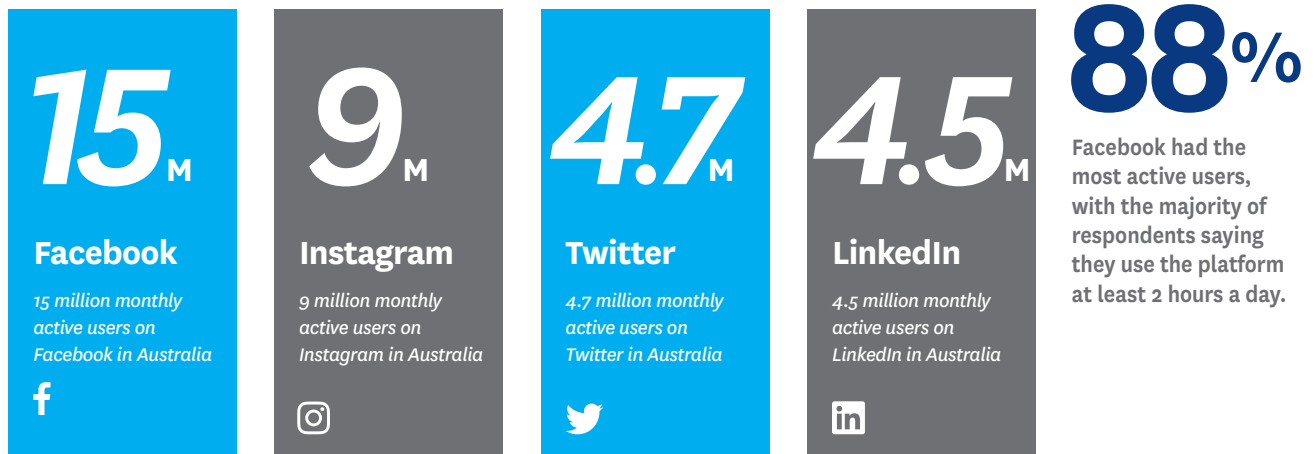
Overall, most respondents spend on average 2 hours on each platform a day. These figures indicate that social media is now embedded in the everyday work cycle of news organisations and media professionals.

Our results can be compared to monthly social media statistics from socialmedianews.com.au.

These statistics show that Facebook was the most used social platform in Australia with 15 million monthly active users. This was followed by Instagram with 9 million monthly active users and Twitter with 4.7 million monthly active users. Similar to the Medianet results, LinkedIn was the least used platform, with 4.5 million monthly active users in Australia.

In January 2019, Facebook was the most used social platform in the world with 15 million monthly active users in Australia.

FIGURE 8: SOCIAL MEDIA USE IN AUSTRALIA



SOURCE: SOCIALMEDIANEWS.COM.AU

Carrying out Key Professional Tasks



FINDING THREE

3

JOURNALISTS TAKE TO SOCIAL MEDIA TO POST ORIGINAL CONTENT

The survey asked respondents how frequently they use these platforms to carry out day-to-day work, such as sourcing stories and monitoring other news outlets.

The top three most frequently performed tasks on social media were posting original content, promote original content and monitoring news.

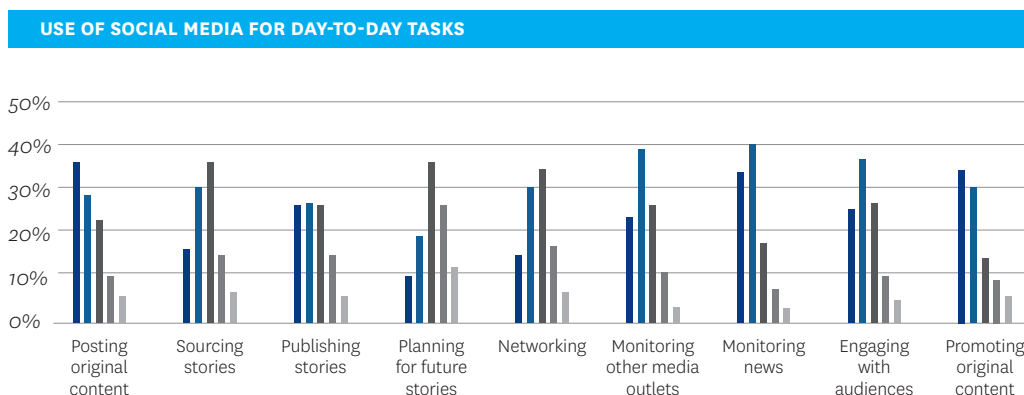
The importance of social media for posting original content becomes apparent in Figure 9.

36% of respondents indicated they post original content on social media 'all the time' and a further 28% post 'often'. In addition, 34% of all respondents indicated they use social media 'all the time' to promote original content, followed by 33% who use the platform to monitor news.

Only 14% of respondents said they use social media to network 'all the time'. Results also showed that planning for future stories was the least frequently performed task with only 9% of respondents saying they use social media to plan for future stories 'all the time'.

FIGURE 9: USE OF SOCIAL MEDIA FOR DAY-TO-DAY TASKS

■ All the time ■ Often ■ Sometimes ■ Rarely ■ Never





Carrying out Key Professional Tasks (continued)

By comparing the results from AAP's survey conducted in 2013, we can see the use of social media for sourcing stories has increased slightly by 4% from 11% in 2013 to 15% in 2019.

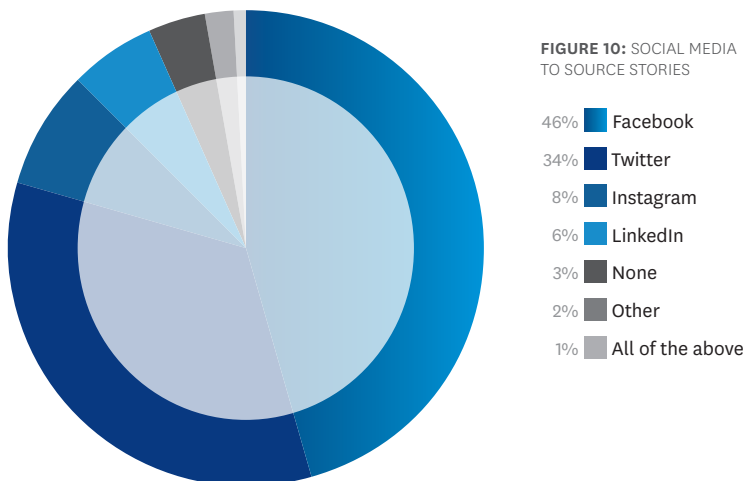
It is also notable that the popularity of using certain platforms to source stories has barely changed since the 2013 survey. Facebook has remained the number one platform for sourcing stories (46% in 2019), followed by Twitter (34% in 2019). The least-used social platform to source stories was LinkedIn with only 6% (Figure 10).

In 2019, only 3% of respondents indicated they do not use social media at all to source stories, which is a slight contrast to the findings of the 2013 survey (8%). These new findings can be attributed to the shifting perceptions of social media with respondents stating they 'don't trust social media' or prefer 'old fashioned direct contact.'

46%

of respondents prefer to use Facebook to source stories in comparison to Twitter, LinkedIn and Instagram.

The use of social media for sourcing stories has increased from 11% in 2013 to 15% in 2019





Snapshot of Social Media Use in the Workplace



FACEBOOK & TWITTER

Respondents who write for **national news, politics and current affairs** emerged as the biggest users of Twitter and Facebook to source stories.



DAILY INTERACTION

The age group who are most likely to interact with their audiences daily were **Millennials** in comparison to Generation X who were more likely to interact monthly or never.



IMPORTANT SOURCES

Respondents' two most important sources of information are **industry and professional contacts (55%)** and **press releases/newswire (16%)**.

Journalists Background and Social Media



FINDING FOUR

4

GENERATION X WHO REPORT ON NATIONAL NEWS ARE THE TOP USERS OF TWITTER AND FACEBOOK

Understanding the profession, type of news and demographic background of respondents is also a large factor when covering the use of social media in the industry. Respondents indicated their most relevant news rounds as national news at 58%, politics and current affairs also at 58%, followed by health and lifestyle (40%) and entertainment (40%).

When looking at which platforms are used to source stories, in particular via Twitter and Facebook, results showed that respondents who write for national news (62%), and politics and current affairs (63%) emerged as being the biggest users.

In comparison, respondents who primarily use Instagram to source stories identified as health and lifestyle reporters (75%), followed by entertainment (57%).



FIGURE 11: NEWS TOPICS COVERED

- 58% National news
- 58% Political and current affairs
- 40% Health & lifestyle
- 40% Entertainment
- 39% Regional news
- 32% Sports
- 32% Business
- 31% Other
- 24% Finance
- 22% Property
- 11% Beauty



Journalists Background and Social Media (continued)

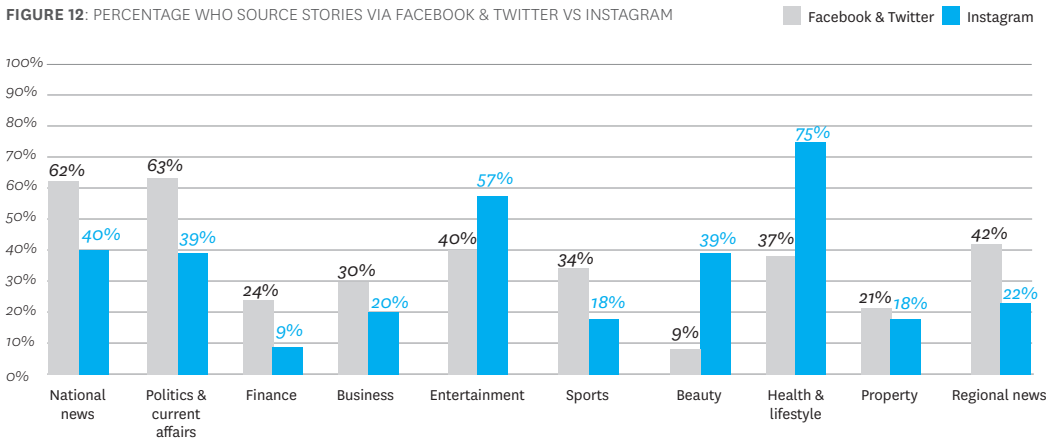
The age of respondents was also an influential factor when identifying which respondents were most likely to use social media to source their stories.

However, the findings indicated Instagram is more popular for Millennials sourcing stories, with an average age of 20-34.

Results showed that Generation X are the most likely group to source their stories via Twitter and Facebook.

Results showed that Generation X are the most likely group to source their stories via Twitter and Facebook.

FIGURE 12: PERCENTAGE WHO SOURCE STORIES VIA FACEBOOK & TWITTER VS INSTAGRAM



75%

of respondents in the health and lifestyle sector primarily use Instagram to source their stories.

Interaction with Audiences



FINDING FIVE 5

SOCIAL MEDIA IS THE NUMBER ONE CHOICE FOR COMMUNICATING WITH THE PUBLIC

The vast majority of respondents use social media to interact with their audiences. 50% do so daily, 21% weekly and 13% do so hourly.

Only 10% said they never interact with their audiences on social media.

From the 50% that interact with their audiences, the age group most likely to interact daily were Millennials. This can be compared to Generation X respondents who were more likely to interact monthly or never.

This shows the importance of social media to newer generations of journalists who use it to influence and connect with their audiences, whereas Generation X tend to prefer interaction via telephone or emails.

When comparing social media use with other forms of communication, 46% of respondents stated that social media was their first choice of communication with the public, with only 12% saying that their blog/website was their preferred method of communicating with the public. This could be because of the immediacy and ease of sending out a widespread message to the public via social media.

FIGURE 13: CHOICE OF COMMUNICATING WITH THE PUBLIC

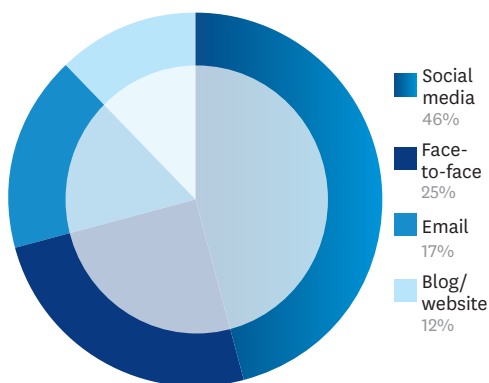
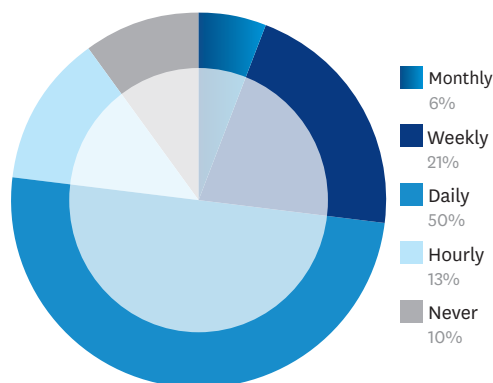


FIGURE 14: FREQUENCY OF INTERACTION WITH AUDIENCE ON SOCIAL MEDIA





Interaction with Audiences (continued)

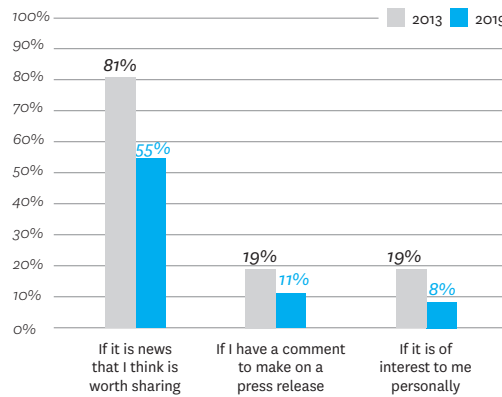
Other results showed that 55% of respondents were more likely to share a press release on social media if it is news that they think is worth sharing. This has decreased significantly since 2013, when 81% of respondents indicated they were likely to do this (Figure 15).

11% of respondents were likely to share a press release on social media if they have a comment to make on it. This can be compared to the response from 2013 indicating that 19% of respondents would share a press release for this reason.

Finally, 8% of respondents said that they would share a press release on social media if it is of interest to them personally. This has decreased, with 19% of respondents stating they would share a press release for this reason in 2013.

Surprisingly, a large proportion of 2019 respondents (23%) indicated that they do not share a press release on social media, regardless of the content.

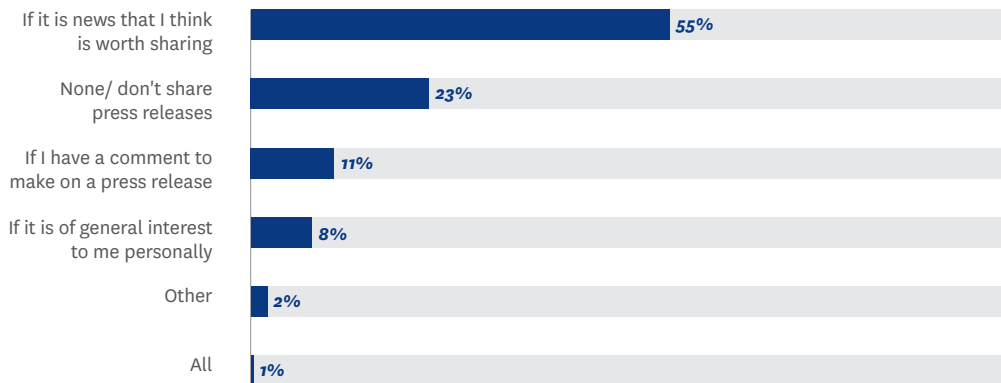
FIGURE 15: REASONS FOR SHARING PRESS RELEASES ON SOCIAL MEDIA 2013 VS 2019



55%
of respondents were more likely to share a press release on social media if it is news that is worth sharing.

Millennial respondents were more inclined to interact with their audiences daily or hourly in comparison to Generation X who were more likely to interact monthly or never.

FIGURE 16: REASONS FOR SHARING PRESS RELEASES ON SOCIAL MEDIA



Using Social Media to Source Information



FINDING SIX

6

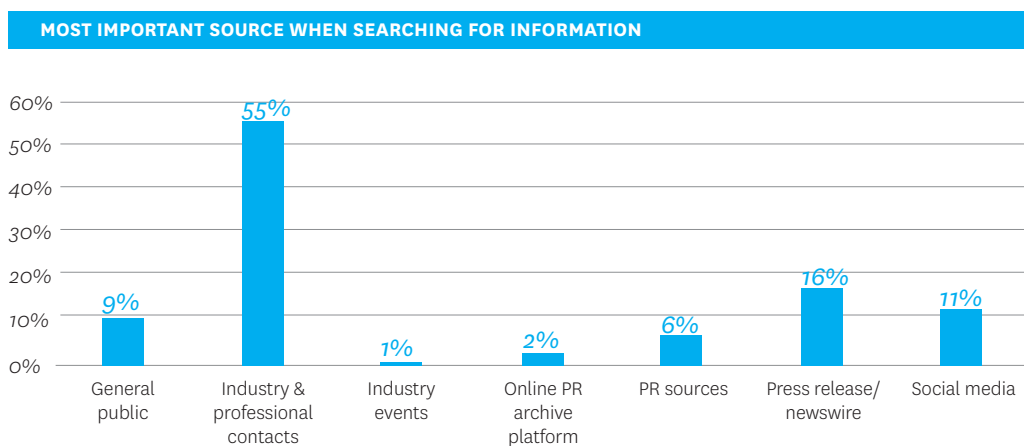
A MINORITY OF RESPONDENTS SAID SOCIAL MEDIA IS THEIR NUMBER ONE SOURCE TO SEARCH FOR INFORMATION

When respondents were asked to choose their two most important sources of information, industry and professional contacts (55%), as well as press releases/newswire (16%), were the two favourites. Only 11% of respondents said that social media was the most important source

when searching for information, an increase of 7% when compared to the 2013 survey.

We can further identify why social media isn't the most preferred method of sourcing information throughout the survey findings. Of those people who said that they don't use social media to source information, they elaborated by telling us why.

FIGURE 17: MOST IMPORTANT SOURCE WHEN SEARCHING FOR INFORMATION





Using Social Media to Source Information (continued)

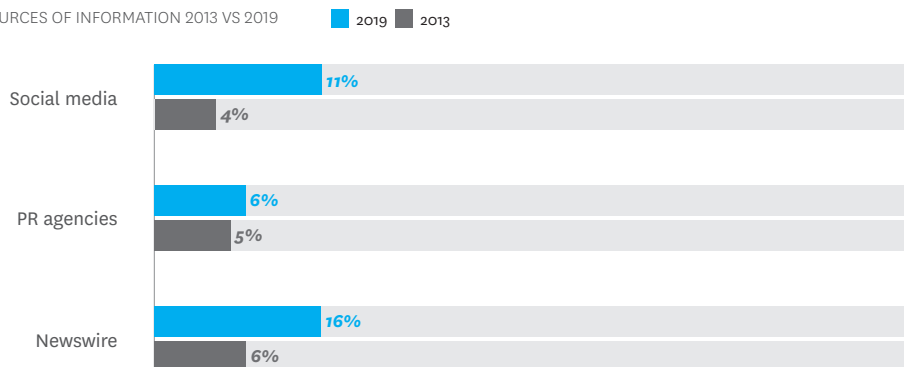
Some of their responses can be found below:

- “Social media is a resource for contacting people and rarely useful for story generation.”
- “I rather source stories via old fashioned direct contact and community members contacting us, or press releases sent out.”
- “I regard social as fake news: cannot be trusted.”
- “I use my own news judgement and issues I am aware of through my own sources.”

When comparing the results from 2013 to 2019, we can see that there has been an increase in newswire use as per figure 18. More specifically, in 2013, only 6% of journalists prefer to source their content from the newswire, in comparison to 2019 with 16% of respondents selecting this option.

46% of respondents stated that social media was their preferred method of communicating with the public.

FIGURE 18: SOURCES OF INFORMATION 2013 VS 2019



55%

of respondents agree that Industry and professional contacts are the most important source of information.



Snapshot of Social Media's Impact on the Industry



POSITIVE IMPACT

60% of respondents feel as though social media has had an overall positive impact on journalism.



DILUTED QUALITY

55% of respondents agree that the internet and social media have diluted the quality of news content.



MEDIA RELATIONSHIP

The majority of respondents said that social media hasn't had an impact on their relationship with PR (82%).

Impact of Social Media on Work



FINDING SEVEN



SOCIAL MEDIA HAS IMPROVED JOURNALISTS' WORKPLACE PRODUCTIVITY

The survey also found that over half (60%) of respondents felt as though social media has had an overall positive impact on journalism.

Additionally, more than half of the respondents (53%) felt that they could not carry out their work without social media, showing positive sentiment towards social media and its impacts on day-to-day work practices.

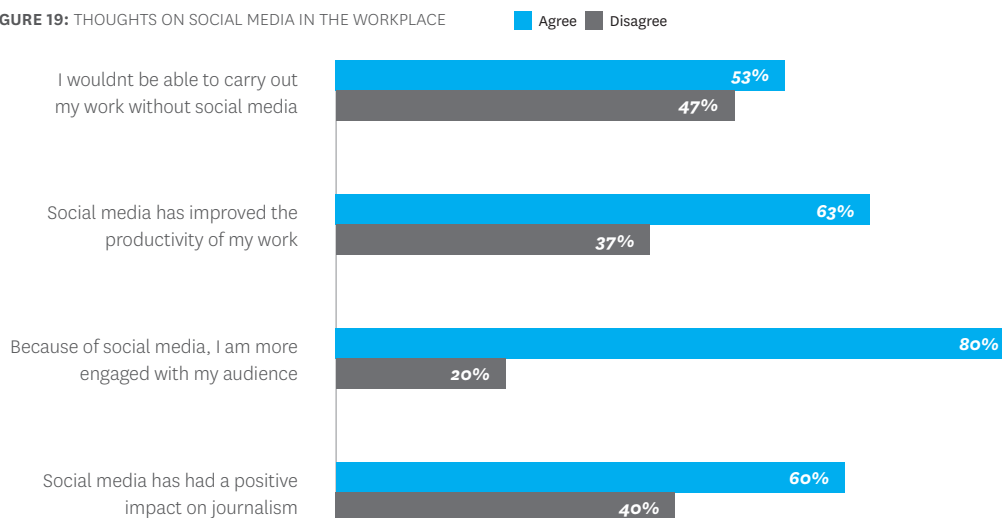
Some 63% of respondents also felt that social

media improved their productivity, suggesting it has positively aided journalists' work and potentially decreasing respondents' workload.

An important aspect of social media's influence on journalism is its ability to improve journalists' engagement with their audiences, with 80% of respondents agreeing with this sentiment.

Overall, there is a correlation between the frequency of social media use and the respondents' attitude towards the platforms, as illustrated in figure 20.

FIGURE 19: THOUGHTS ON SOCIAL MEDIA IN THE WORKPLACE





Impact of Social Media on Work (continued)

In general, those who use social media more see a positive impact of social media on their work and have increasingly positive attitudes towards the platforms.

More specifically, there is a direct link between the frequency of use and whether respondents felt they could carry their work out without social media.

For example, 80% of active Twitter users (more than 5 hours a day) agreed that social media has improved their productivity at work, whereas only 64% of less active Twitter users (less than 2 hours a day) thought the same. This suggests that regular use of social media can support journalists' workplace productivity.

53%

of respondents felt that they could not carry out their work without social media

Over 60% of respondents agreed that social media has had a positive impact on journalism.

FIGURE 20: IMPROVES PRODUCTIVITY OF WORK VS FREQUENCY OF SOCIAL MEDIA USE



Impact of Social Media on Journalism



FINDING EIGHT

8

DILUTING OF QUALITY NEWS CONTENT IS THE LARGEST CONCERN AROUND THE USE OF THE INTERNET

The news industry over the years has evolved to accommodate the influence of social media and its importance in connecting with a younger audience.

Interestingly, those working in the industry have found this disruption to be both a major concern for the industry, as well as a sign of growth and positivity.

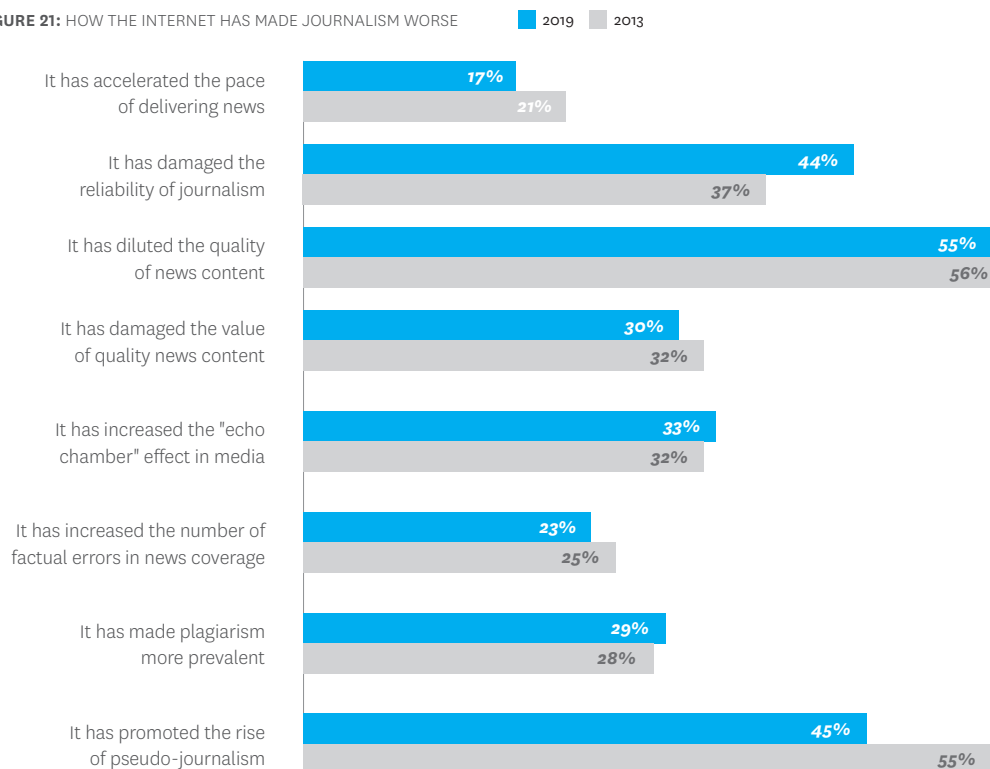
There were particular areas of social media that concerned respondents. Some 55% of respondents agreed that the internet and social media have diluted the quality of news content.

Additionally, over 45% of respondents noted their concerns that social media and the internet are promoting the rise of pseudo-journalism. 44% of respondents also agree that social media and the internet have damaged the reliability of journalism (Figure 21).

When comparing results from 2013 to 2019 (56% to 55%), it is apparent that concerns about the dilution of quality of news content have remained steady. Concerns around social media damaging the reliability of journalism have increased (37% vs 44%) since 2013.

Surprisingly, concerns about the rise of pseudo-journalism have decreased since 2013, falling from 55% to 45%.

FIGURE 21: HOW THE INTERNET HAS MADE JOURNALISM WORSE





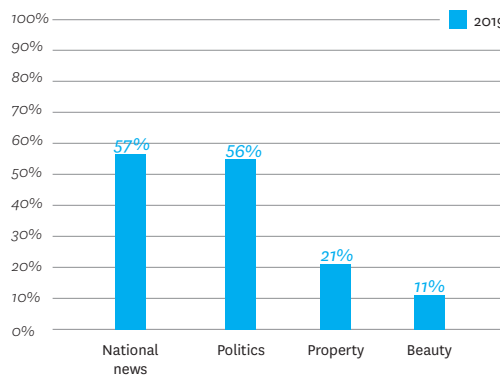
Impact of Social Media on Journalism (continued)

There was a strong correlation between the news round a respondent identified with and their views about the impact of social media, as illustrated in figure 22. It is notable that respondents working in 'national news' (57%) and 'politics' (56%) were most concerned about diluting news content being a serious problem while those in 'beauty' (11%) and 'property' (21%) were the least worried.

Nonetheless, respondents also stated why they felt that the internet had improved journalism. Most respondents (72%) stated that it had increased access to information for research. The second most popular response was that the internet has now

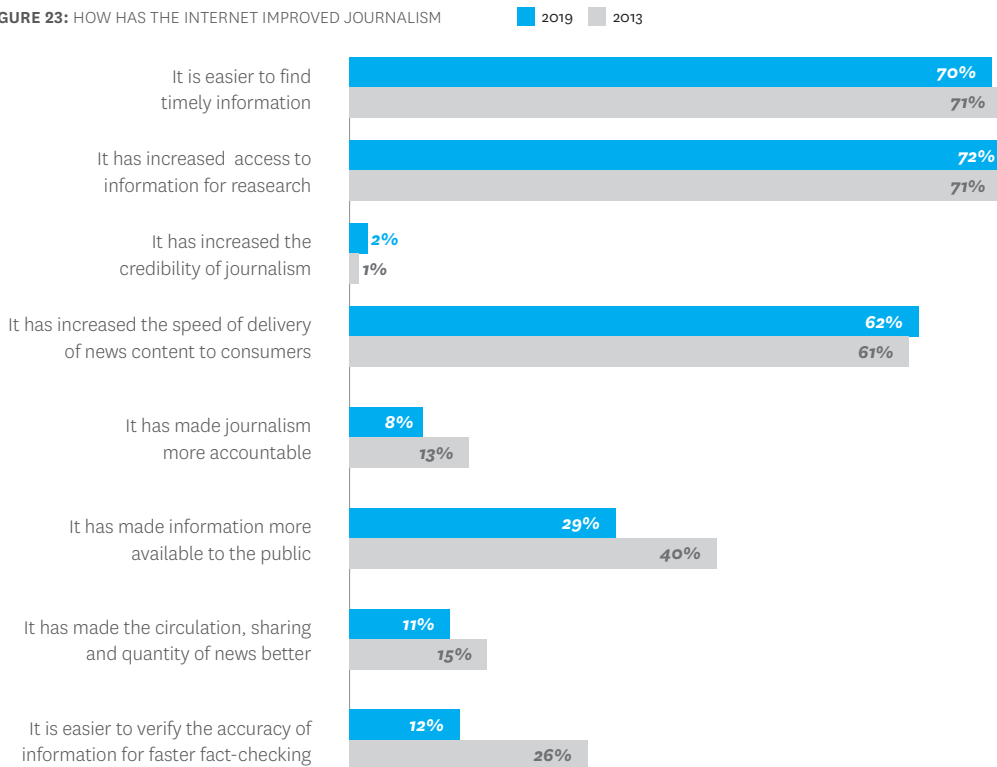
made it easier to find timely information (70%). These findings have remained static since the 2013 survey (Figure 23).

FIGURE 22: CONCERNS ABOUT DILUTING NEWS CONTENT BY INDUSTRY



45%
of respondents noted their concerns that social media and the internet are promoting the rise of pseudo-journalism.

FIGURE 23: HOW HAS THE INTERNET IMPROVED JOURNALISM



Relationship with PR



FINDING NINE

9

CONTACT JOURNALISTS ON SOCIAL MEDIA BETWEEN 6AM AND 9AM

When respondents were asked whether they think that social media has improved or disrupted their relationship with PR professionals, the majority of respondents said that the relationship remained the same (82%), 12% indicated that social media has improved the relationship and only 6% said that their relationship had been disrupted.

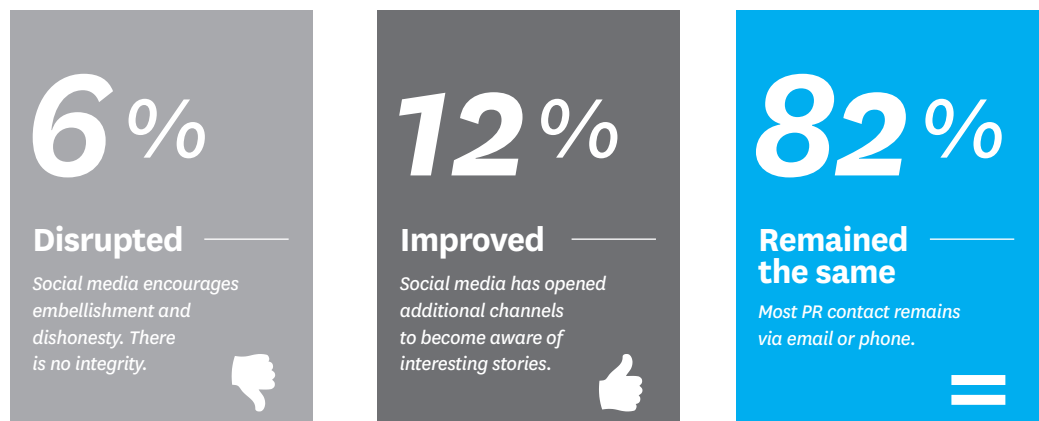
Of those who said that their relationship with PR professionals had been disrupted, we asked them why they felt this was the case.

Some responses include:

- “Social media encourages embellishment and dishonesty. There is no integrity”
- “Social media has taken the ‘truth’ out of news (embellish and take beyond reality).”
- “More content means less time to engage properly with pitches.”

For those respondents who have maintained their relationship with PR professionals since the advent of social media, respondents identified which times of day they are most likely to be online to help guide PR professionals who need to get in contact with them.

FIGURE 24: IMPACT OF SOCIAL MEDIA ON THE RELATIONSHIP WITH PR PROFESSIONALS





Relationship with PR (continued)

The majority of responses (44%) stated that before work (6am-9am) was their prime time for checking social media, followed by the morning (9am-12pm) with 39% of respondents stating they check social media at this time for messages or updates. The least common time for respondents to check their social platforms was evenings from 8pm-onwards with only 3%.

The timing of social media use and employment type have a clear correlation. The most popular time for full-time workers to check their social media is before work (6am-9am). This can be compared to part-time and freelance workers (30%) who were more inclined to check their social media during the morning period (9am-12pm).

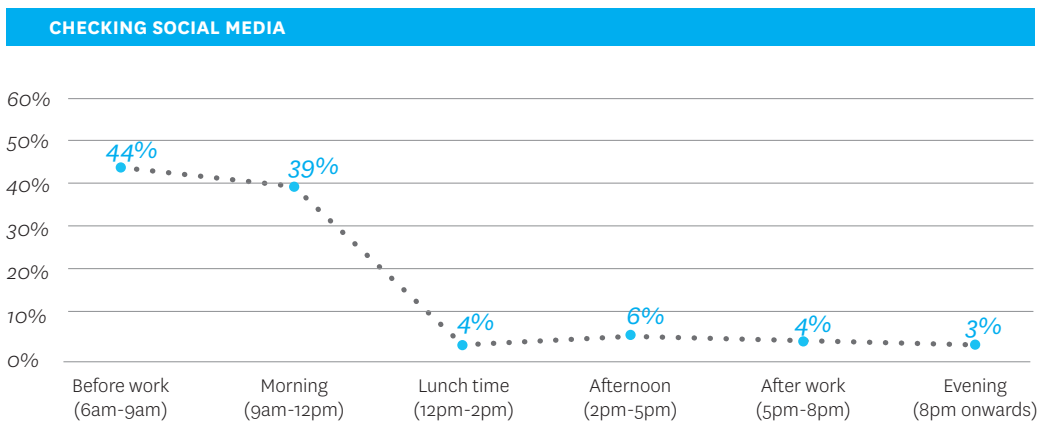
Figure 25 clearly identifies that the morning is when most respondents are active on social media, with activity decreasing throughout the day.

44%

The majority of responses stated that before work was their prime time for checking social media.

Part-time and freelance workers are more inclined to check their social media during the morning period (9am-12pm).

FIGURE 25: WHEN JOURNALISTS ARE LIKELY TO CHECK SOCIAL MEDIA





Press Release Bugbears

FINDING TEN

10

AVOID SENDING PRESS RELEASES THAT AREN'T RELEVANT TO JOURNALISTS AND THEIR INDUSTRY

Respondents were asked to pick from a range of options to identify their main bugbears when receiving press releases via social media and email and ensuring follow-up calls.

The most common bugbear was receiving press releases that were not related to the journalists or their industry (41%), followed by content lacking news value (26%). Respondents were also offered the opportunity to select 'other' if none of these options were applicable. Some of these responses included: 'lack of exclusivity in a pitch', 'phone call follow-ups', 'generic content' and 'calling when on deadline.'



The most common bugbear was receiving press releases that were not relevant to the journalist or their industry

26%

of respondents felt that receiving content that lacks news value was their biggest bugbear.

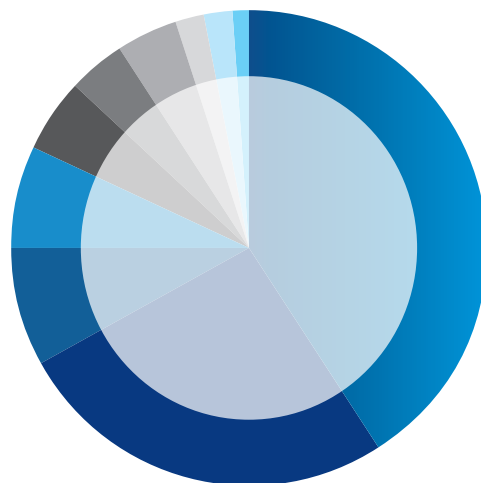


FIGURE 26: BUGBEARS

- 41% Not related to me/my industry
- 26% Content lacks news value
- 8% Grammar and spelling mistakes
- 7% Other
- 5% Timing is inconvenient
- 4% Pitch is not concise
- 4% No usable digital assets attached i.e. images, videos, audio
- 2% Content lacks usable quotes and statistics
- 2% Email etiquette is poor
- 1% All of the above

Voice of Journalists

Social media is a vital tool in modern journalism, offset by the decline in journalistic standards whereby journalists become activists and political participants, rather than objective and reliable informers.

– *Senior Correspondent, TV*

I think social media is at a very primitive, almost backward, stage of development. It's evolving to deal with problems, but it's also creating problems.

– *Editor, Online*

When used well, social media can be the biggest and most cost-effective positive for all media.

– *Editor, Online*

I am still a doubter when it comes to believing what is posted on social media so I do not always use material from the social media in my newspaper publications. I would rather receive it on email from a known source.

– *Editor, Newspaper*

I couldn't imagine doing my job without the internet but I'm less enamoured with social media.

– *Writer, Newspaper*

Social media embeds have very much become a part of my daily news-gathering exercise.

– *Editor, Freelancer*

Social media has a place in journalism and is a major tool for promoting articles, getting in contact with people and finding out about issues. However it can also be a distraction, consume too much time, which there never is enough of in journalism, and it can cause work to seep into your private life.

– *Journalist, Online*

In my organisation, social media content has become another task, we're often told to prioritise but without the adequate time and resources to produce quality content; training in social media has been ad hoc, and often feels like a burden eg time spent moderating responses.

– *Producer/Presenter, Radio*

There's good and bad - I think eventually quality news will find its level - it will be a niche thing but I think some people will pay for quality news

– *Reporter, Newspaper*

I know it's hard for me to compare as my career started with the internet already alive and well, but I use social media every day to either source stories, connect with contacts or engage with other news outlets and this is invaluable in my ability to do my job quickly and effectively.

– *General Reporter, Online*

Journalism sourced exclusively from social media, with no further efforts to verify or expand on the information, is a plague.

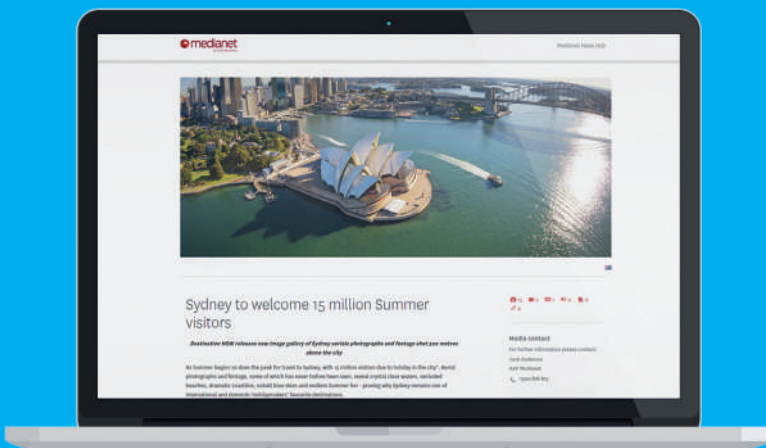
– *Editor-In-Chief, Online*

Social media has allowed previously disconnected users with common issues to connect and voice their issues, unregulated or controlled, from a much more powerful platform. Business cannot reciprocate likewise and is tied under regulatory constraints. This has created a much more open and challenging management environment.

– *Director, Online*

About Medianet

Owned and operated by Australian Associated Press (AAP) for over 35 years, Medianet is the leading provider of media intelligence and communications solutions to public relations firms, government departments, corporate communications and not-for-profit organisations.



Medianet holds a unique position central to all media, providing innovative, easy-to-use products with a 360-degree approach to connecting organisations with the media and measuring the impact. With everything you need to target, share, track and connect with the media, Medianet makes your communications efforts as successful as possible.

Target the Media MEDIA INFLUENCER DATABASE

Medianet's Influencer Database is the ultimate insight tool for professionals engaged with the media in Australia. Discover information-rich profiles with over 59,000 records to explore and connect with who's who of the media in Australia. Effectively manage contact lists, organise your favourite searches, create tasks and distribute media releases.

Share Your Story PRESS RELEASE DISTRIBUTION

Medianet's Press Release Distribution portal provides you with access to over 1,400 ready to use media lists as well as web and social publishing options to help your stories connect with Australia and the world. Further maximise your campaign by implementing Multimedia News Releases, Audio News Releases and International Releases, and never miss out on a pitching opportunity.

Understand your Impact REPORTING AND MEDIA ANALYSIS

Receive personalised feedback on releases distributed via Medianet with our exclusive Medianet Editor Feedback. Learn what worked well in your press release and areas to improve for future pitches. Discover how to further progress and shape your media and communications strategy with our media analysis arm, Mediaverse. Receive tailored reports and daily newsletters to understand and enhance your media performance.

Connect with the Media EVENTS AND TRAINING

The AAP Masterclass series connects you with key influencers and newsrooms from across all media sectors and industries to share their insights and knowledge on the media and how to best connect with them. Additionally, build your pitching and writing skills at Medianet's Writing and Pitching to Journalists Workshop held throughout the year. Discover what you will need to ensure your press releases gains the media's attention to get the run it deserves. All events and training courses are created to help all media professionals learn key ingredients journalists look for and to how to strategically plan your next release.



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