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television magazines digital events

press release



Two Great Australian Entertainment Icons Join Forces

Nine Entertainment Company today announced renowned showbiz reporter Richard Wilkins as Ticketek's Events and Entertainment Ambassador. The partnership brings together two of Australia's iconic entertainment brands in a collaboration to promote events and entertainment.

Ticketek Australia's Managing Director, Cameron Hoy said, "As Nine Network Entertainment Editor, Richard's credentials as Australia's leading entertainment reporter are unrivalled. His credibility and the access he has to the world's biggest names in entertainment means our fans will enjoy exclusive content and the very latest in entertainment news from around the world."

"Ticketek and Richard share a passion for live entertainment and together our alliance will put Ticketek events firmly in the spotlight," Mr Hoy said. "This partnership will further enhance the media and marketing coverage our events receive, by generating word-of-mouth buzz, show recall and ticket sales."

Richard Wilkins will host a suite of entertainment news featured on Ticketek's digital media assets including entertainment news and video podcasts streamed twice weekly on Ticketek.com.au as well as guest editing the weekly Ticketek newsletter.

Entertainment reporter Richard Wilkins said, "2012 will see some of the world's biggest names visiting our shores. I'm excited to be working with Ticketek to create content that connects fans to their favourite events and build awareness during one of our busiest entertainment years."

In addition to weekly entertainment news content, Richard Wilkins will work with Ticketek on a variety of product and brand activations that will be rolled out in the coming year.