

# 今日传媒集团

Media Today Group Pty Ltd

# MediaKit

2022

**今日澳洲** App

— 为120万澳洲华人发声 —

**今日悉尼**

[www.sydneytoday.com](http://www.sydneytoday.com)

**今日墨尔本**

[www.meltoday.com](http://www.meltoday.com)

**今日昆士兰**

[www.qldtoday.com](http://www.qldtoday.com)

**今日珀斯君**

微信公众号: watoday

**UMALL** 今日优选

— 今日传媒集团旗下电商 —

**华人房产**

澳洲华人置业大平台

# 今日传媒集团

Media Today Group Pty Ltd

Australia Today App has **870,000+** users

With over **111,000** DAU in Australia

The number of followers of Sydney Today WeChat Public Account surpassed **650,000**

The number of followers of Melbourne Today WeChat Public Account surpassed **300,000**

Chinese e-commerce platform Umall has **110,000** users



# Our Philosophy and Vision

## Media Today Group

Media Today Group Pty Ltd was established on April 29, 2010, and has always adopted "the most readable news, the most practical information" as its goal and principle. Our platform updates 24 hours a day, 7 days a week with breaking news, video, analysis and opinion from the trusted team of reporters and digital producers.

Our national coverage includes a localised news service tailored to your location in Australia. On the website and in the Australia Today App, you can also find exclusive reports of major events, rights protection stories, current affairs as well as video reports. We are now a well-known brand for Australian governments at all levels, industry peers, and mainstream Australian media, becoming the most influential media company in Australia-Chinese community.

As the influence grows, we assume more social responsibilities. By providing diversified content such as reports of current major events, and listings across hundreds of categories relating to everyday

Moreover, our focus is not only on providing in-depth information, but also on being a Chinese media with our own voice, speaking for 1.2 million Chinese in Australia.





# Our Philosophy and Vision

## Media Today Group

For the second year in a row, Media Today Group was selected as the winner of the NSW Premier's Multicultural Communications Awards (PMCAs).

In 2021, we won the "Best Text Report" award for the story "Netizen" Zeng Xiaoxin was heavily sentenced for fraud, wanted in many states, and will be deported after her release from prison".

In 2020, for the outstanding contribution during the pandemic, the Media Today Group successfully shortlisted and won the title of "Best Audio/Visual Report".

In 2019, we also performed well in the NSW Premier's Multicultural Communications Awards (PMCAs). We were not only successfully shortlisted for "Best Audio/Visual Report" and "Best use of Digital Media", but our young reporter Rena Li stood out and won the title of "Young Journalist of the Year".

This is the first time that Chinese media has received high recognition in the NSW PMCAs, and it is also the first time that a reporter with Chinese nationality has won an award in the NSW PMCAs.



In terms of life information listings, we adhere to the principle of "user first", "keep real, free, and localization". We connect buyers and sellers in the local community, with numerous listings in categories like House Rental and Sales, Job Seeking, Business Yellow Pages, Second-hand Market, Immigration & education, Car Rental and Sale, Ticketing Services, and ordering take away from restaurants.

Facilitating successful, safe local trade is our priority and our ambition is to help our users solve life problems, and also continue to grow a community marketplace where all Australians can prosper.

We provide a full range of marketing solutions for clients who want more leads, more customers and more revenue. We also provide tailored promotion for advertisers.

# Australia Today App

Media Today Group



Australia Today App was officially launched on the Apple App Store and Android on November 6, 2015. There were nearly 50,000 downloads on the first day of launch, ranking 67th in the Australian App Ranking, making us the only Chinese App among the top 100 Apps in Australian Store. Being the top 10 News Apps, we have surpassed many global and local mainstream media Apps.

As of February 2022, the Australia Today App reached more than **650,000** users, with an average of more than **103,000** daily native active users in Australia. During the epidemic, the Australia Today App even reached **150,000** daily active users.



- ➕ Australia Today App ranked up to the 50th in Apple App Store, surpassing many Chinese must-have Apps such as We Chat and Taobao.
- ➕ Huawei App Store Australia ranks No. 4 on the Hot Search list, No. 5 on the Top Apps list, and No. 7 on the Total Apps list.
- ➕ It also ranked second place under Australian News Apps category, just below Twitter.

# Australia Today App

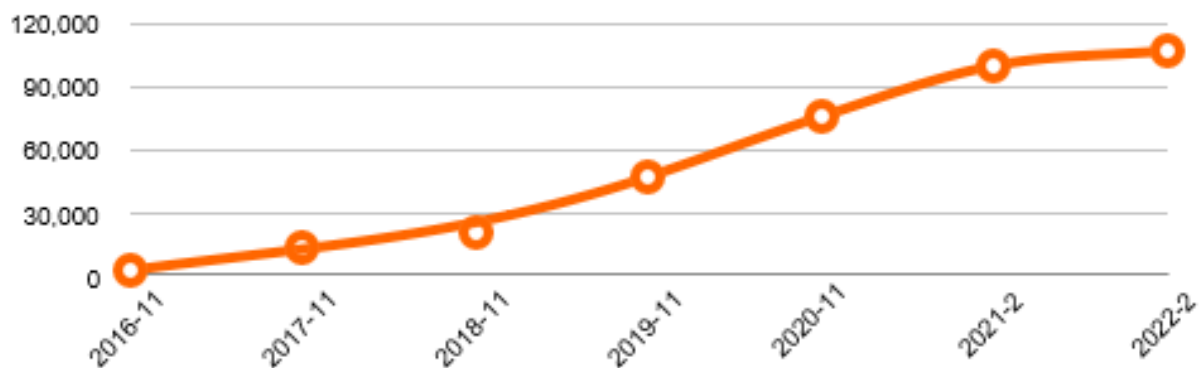
Media Today Group



Australia Today App is a functional App integrated with news and life information listings, providing breaking news and listings across hundreds of categories.

On average, Australia Today App publishes over **1,000** news articles and updates over **7,500** listings every day. Major events, breaking news, social hot topics, funny stories and comments, posts about house renting, job seeking, trading and making friends, no matter what you like to read, Australia Today App can satisfy all your needs for interesting and useful information.

Graph of Australia Today App  
Daily Active Users' Growth



650,000+Users

103000 DAU

App being opened  
more than **3 times**  
per day



275,000 MAU

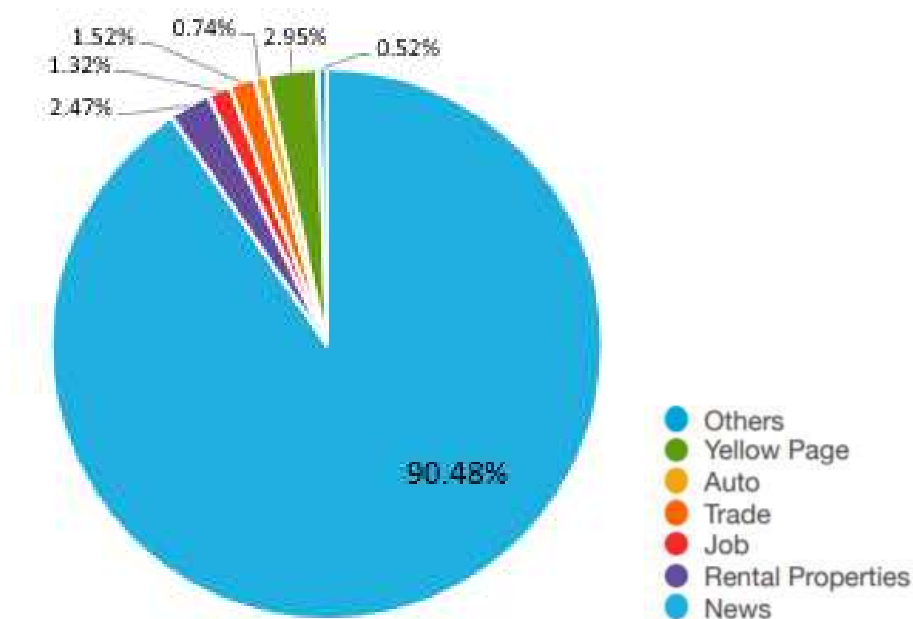
Over **800** business partners

Each user spend  
**13.25 minutes**  
on our App

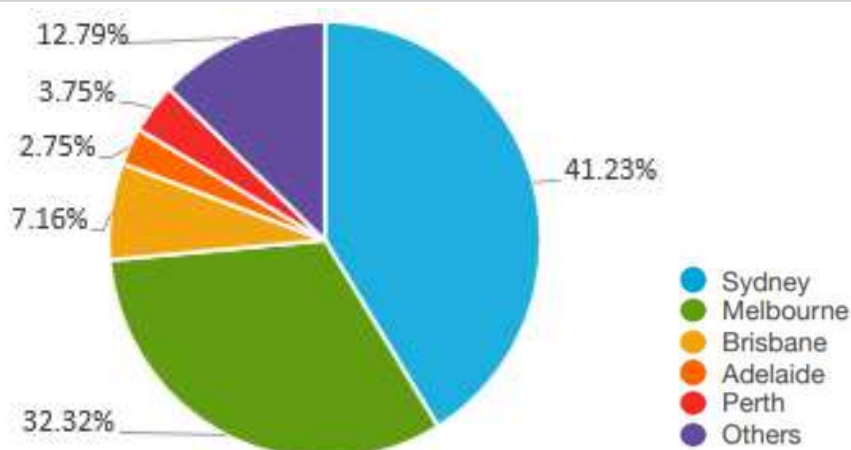
# Australia Today App Users Demographics

Media Today Group

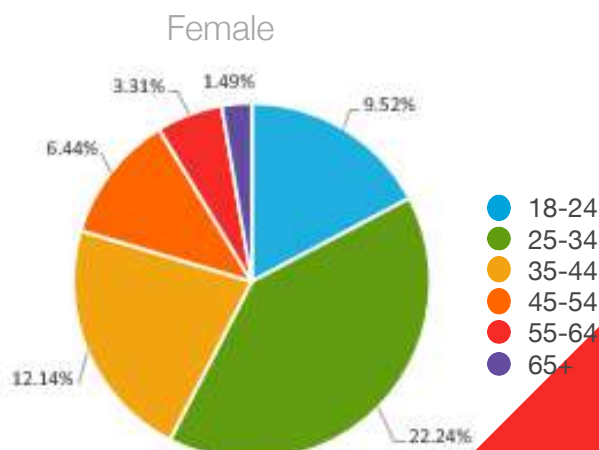
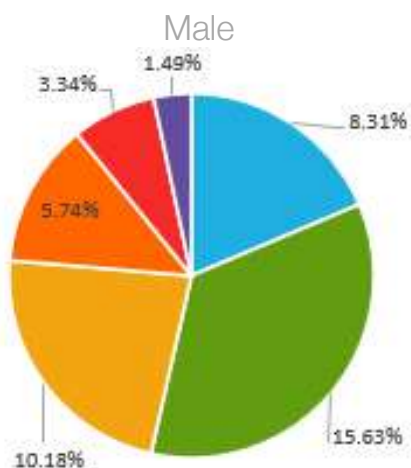
## + By Sections



## + Metropolitan users' visits for 1 month



## + Age and sex distribution





# Sydney Today WeChat Public Account

Media Today Group

In early 2021, Sydney Today WeChat public account was selected as one of the "Top 500 WeChat Public Numbers in China 2020", becoming the only WeChat public account in Australia and New Zealand to be listed in the top 500. In a ranking of overseas WeChat public accounts in terms of influence made by famous ranking company NEWRANK, we ranked the **1st in Australia and the fifth in the world**.



Since 2013, Sydney Today WeChat public account has maintained the leading position in the industry. And the number of followers has been growing steadily. The average daily growth of followers is up to **500**, which means we have **covered nearly 95% of Chinese WeChat users in Sydney**.

In 2021, we reached another significant milestone. At the beginning of the pandemic, we focused on the local pandemic news, pushing the latest information. One of our articles went viral and reaped **37.69 million views**, making it the highest-viewed article in the history of WeChat public accounts based in Australia. Also our WeChat public account gained 160,000 followers in 2 months and now the overall number of followers has **exceeded the 650,000 mark**. In addition, Sydney Today continued to deliver high click-through news articles in 2020, with 6 million-read articles and 85 100,000+ articles.





# Melbourne Today WeChat Public Account

Media Today Group

累积关注人数

301875

日 ▲ 0%  
周 ▼ 0.1%  
月 ▼ 0.3%

Melbourne Today WeChat public account started in 2014, and the number of followers exceeded 100,000 in the same year.

In 2019, Melbourne Today is under new management and ready for a new start. After working with Sydney counterpart for 6 months, Melbourne Today team has grown profoundly and professionally.

By February 2021, the number of followers exceeded 300,000, and the number is still increasing steadily, with a daily average growth of 210-340 followers.

The high article clicking rate and sharing rate mean the followers are highly active and have great business value and potential.



In the same ranking of NEWRANK, Melbourne Today takes the **first place** and become the most influential Chinese media in Melbourne.

# Queensland Today WeChat Public Account

Media Today Group

Queensland Today WeChat public account started in 2016. The number of local followers reached 20,000 in 2017.

In order to further enhance the local influence and better serve the local audience, since 2018, the team of Queensland Today continued to recruit innovative and professional editors with excellent quality. After training and practicing, Queensland Today team has grown profoundly and professionally.

By the end of 2021, the number of followers reached **60,000**, and the daily active users accounted for up to 65%. In addition, the number of followers is still growing steadily, with a daily average increase of 50-100 followers.

In the same ranking of NEWRANK, Queensland Today **ranked the 4th in Australia**, becoming the youngest and most influential Chinese media in Brisbane.



# Perth Today WeChat Public Account

Media Today Group

Perth Today WeChat Public Account started in 2016. At present, the number of users is close to **20,000**. It is currently the **top three** WeChat public account in Perth. At present, Perth Today is in a stage of stable growth, with an increase of **40-110 new followers** every day.

Perth Today mainly focuses on local news with increasing number of business and entertainment articles. And it is currently the largest Chinese news media for the Chinese audience living in Perth. Moreover, Perth Today has a good long-term business relationship with more than **500 local businesses**, which has become an irreplaceable communication link between local readers and businesses.

# Sydney Today Melbourne Today WeChat Mutual-help Accounts

Media Today Group

As one of Australia's most influential Internet platforms, we have set up multiple WeChat mutual-help accounts, with the aim to help Chinese people in Australia publish and obtain useful information.

At present, there are 33 mutual-help accounts, including Job Seeking, Gourmet, Lucky Draw, Discounts, Second-hand Market and other accounts with comprehensive / vertical purposes. Each account posts up-to-date information such as recruitment, discount and also gives out free presents to followers. Some 27 of all 31 mutual-help accounts accept advertisements, and each promotion can reach nearly 120,000 people, which is equivalent to 4 times the number of audience of one Jay Chou's Sydney concert.

Melbourne Today has 19 mutual-help accounts, including Job Seeking, Gourmet, Lucky Draw, Discounts, Second-hand Market and other accounts with comprehensive / vertical purposes. Some 16 of them accept advertisements, and each promotion can reach the number of people equivalent to the number of audience of one Jacky Cheung's Melbourne concert.





# Sydney Today Melbourne Today WeChat Mutual-help Accounts

**Media Today Group**

We also have a professional operation team that regularly cleans up “fake followers and ghost followers” on each account. And responds to followers’ inquiries and comments in a timely manner, helping advertisers to better own their market niche.

All business advertisements are archived and we provide one-on-one customer service. The advertisers are provided with the screenshots of the advertisements. They can monitor each step of our ad implementation and see the result so as to adjust the strategy of advertising accordingly.



# E-commerce Platform

## Umall

Media Today Group

In early 2021, Umall, the online Chinese e-commerce platform of Today Media Group, was officially launched. In just a year's time, Umall has reached **110,000** Chinese users in Sydney, with as many as **50,000** registered users.

Umall also has an amazing stocking volume, with product categories covering fruits and vegetables, seafood and aquatic products, Japanese and Korean beauty, snacks, food and oil side dishes, hotpot essentials, beauty and skin care, kitchen department store, mother and child health care, etc. **Hundreds of mainstream Chinese brands**, such as Ganten, Haidilao, Lee Kum Kee, etc., are already present in Umall Today.

Under the original intention of "speaking up for 1.2 million Chinese", Umall is dedicated to providing a convenient, fast and efficient online shopping supermarket for Chinese people.



# Chinese Property WeChat Public Account

Media Today Group

Chinese Property WeChat (WeChat ID: [chineseproperty](#)) was launched at the end of February 2021 and now has **33,000** followers.

Backed by Australia's most famous and strongest integrated Chinese media group: Today Media Group, Chinese Property has built up a content team with solid professional knowledge, journalism background and strong writing and analysis ability, dedicated to providing the latest, most comprehensive and best information on Australian property trends and investment to Chinese Australians and Chinese users worldwide.



- Provide the **latest, most comprehensive and best** real estate information
- Provides property information from multiple perspectives
- **Weekly auction results summary and market report analysis**
- Share quality secondhand homes in various districts of Sydney
- Working closely with many local Australian developers, we are the first to report their latest developments



# Business Events

Media Today Group

## "66 Chinese Carnival"

In order to thank our users for their support and love, since 2017, Sydney Today and Melbourne Today have held the "66 Chinese Carnival" in the middle of each year for three consecutive years.

Through the online + off-line dual channel, hundreds of merchants have participated in, giving out cash prize, discounts and free gifts.

The Carnival made a huge splash in Australia with more than 1 million Australian users participated.



## Media Today Group's 8th Anniversary Celebration

In March 2019, the 8th anniversary celebration of Media Today Group was held in Sydney, Melbourne and Brisbane.

In Sydney, a grand dinner was held at the Four Seasons Hotel. More than 400 guests gathered together to witness the 8th anniversary of Sydney today;

In Melbourne, elites from all walks of life gathered at Albert Lake; In Brisbane, more than 110 honourable guests celebrated the anniversary together.

Many heavyweight politicians also attend the event.

# Business Events

Media Today Group



## Alibaba Australia-New Zealand E-commerce EXPO

We undertook Alibaba Australia-New Zealand E-commerce EXPO in 2017 and 2018, assisted Alibaba Group in organizing online and off-line promotion activities.

The Expo helped small and medium sized brands from New Zealand and Australia built strong connection with Chinese market. In 2017, about 120 brands joined In 2018, the number increased to 150, and about 12,000 people participated.

Alibaba E-commerce Expo thus became the largest E-commerce exhibition in Australia.



## Career Today Job Fair



Melbourne Today has long history and is experienced in organizing and hosting events. We have held two-times "Career Today" Job Fair in Melbourne, and received supports and participation from companies and institutions such as Alibaba Group, Huawei, Victorian government and Victoria Police.

"Career Today" Job Fair has helped thousands of job seekers in Melbourne, giving them great opportunities to meet face-to-face with renowned companies. It has become a Chinese Job Fair with the largest scale in Melbourne.



# Charitable Activities

Media Today Group

## Leading the Australian-Chinese Anti-Covid-19 Campaign Giving Out Free Masks

In January 2020, we launched a campaign with major NSW Chinese associations and business elites, and formed the "Wuhan Anti-epidemic Preparatory Committee" to raise money and supplies for fighting the epidemic.

According to rough estimation, the campaign has raised over 1 million Australian dollars.

In addition, we have made a series of heart-warming reports on charity groups, giving them our support and gratitude.

Considering the difficulty of buying masks in Australia, we contacted Experteeth Dental and distributed a total of 6,000 free masks in Australia.



## Help companies to weather the difficult time



墨尔本最全外卖指南！折扣！赠送！免运费！统统都拿去！

今日澳洲App



【悉尼最全外卖指南①】特殊时期，不怕断粮！收藏好一个吃一个！

今日澳洲App



We always keep our eye on the impact of the Coronavirus epidemic on companies in Australia. The report team went to Chinatown and Sydney CBD, producing a series of reports on the inconvenience caused by the Coronavirus to the daily lives of the Chinese people and to the local Chinese company.

Knowing that many restaurants and catering businesses were adversely affected by the epidemic, we opened a special section for advertisements for them, and most importantly, it is free of any charge. We are doing our best to help more Chinese companies and businesses weather the storm together.



# Charitable Activities

Media Today Group

## + United Chinese enterprise raises funds for NSW bushfires, raising more than \$180,000 in 48 hours

Record-breaking temperatures and months of severe drought have fuelled a series of massive bushfires across Australia. We launched a donation campaign in the Chinese community of Australia on January 7th.

In just 48 hours, some **30 Chinese companies** including Rongqiao Financial Group, S&W Consulting Group and Giga Print quickly responded. Overall, the campaign raised **\$187,910** in 2 days.



< 返回

今日澳洲 App

App打开

今日传媒携华企募捐超18万！留言达  
1744条，每条再捐\$2.5，共计4360  
澳元！

# We have worked with

Sydney Today MDK

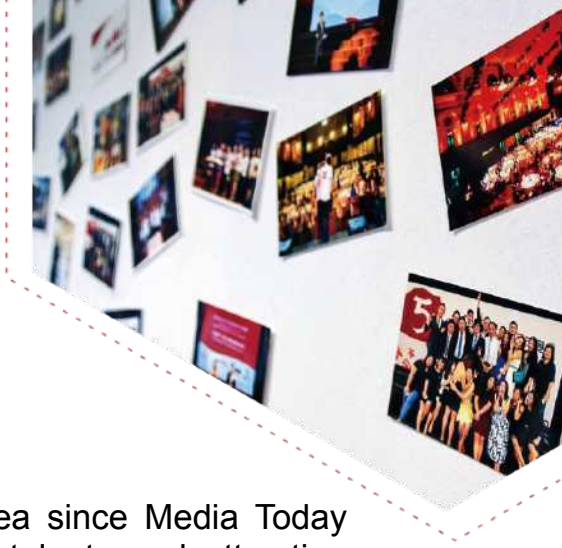


# Our Team

## Sydney Today MDK

Putting people first has always been the core idea since Media Today Group's establishment. Apart from recruiting great talents and attracting elites in the industry with liberal benefits, we focus more on the overall training and mutual growth of our whole team. We pay great attention to the development of our company culture and values.

Currently, over 100 staff are working in major cities both in Australia and China.





A photograph of two women, one of Asian descent and one of Caucasian descent, looking down at a smartphone held by the woman on the right. They are both smiling. The image is partially covered by a large red rectangle with a white border.

# Thank You

2022

**今日澳洲** App  
— 为 120 万 澳洲华人发声 —

**今日悉尼**  
[www.sydneypage.com](http://www.sydneypage.com)

**今日墨尔本**  
[www.melbournepage.com](http://www.melbournepage.com)

**今日昆士兰**  
[www.qldtoday.com](http://www.qldtoday.com)

**今日珀斯君**  
微信公众号: watoday

**UMALL** 今日优选  
— 今日传媒集团旗下电商 —