

今日传媒集团

Media Today Group Pty Ltd

MediaKit

2024



今日传媒集团

Media Today Group Pty Ltd

Australia Today App cover over **560,000+** registered users

The average daily active users of the above App in Australia exceeds **56,000**

Sydney Today has over **670,000** subscribers on its WeChat Public Account

Melbourne Today has **320,000** subscribers on its WeChat Public Account

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

The WeChat Public Account of fang.com.au has grown to over 33,000 subscribers.



Our Brief and Vision

Media Today Group

Media Today Group was established on 29 April 2010, with the goal and principle of providing "the most authentic news and practical information". Combining with the world's most popular social media, we promptly and efficiently disseminate Australian local news and information to the Chinese community.

With a strong and professional local editorial team, exclusively reporting on heated and trending topics, our Group outclasses traditional media and other similar media in terms of speed, breadth, depth, and quantity of the news.

In particular, we had a series of video and text reports on social ugliness exposure, rights protection, and collaborative cases with the police, which has been constantly noticed by the Australian government, industry peers, and even mainstream media in Australia. We, therefore, became the most influential and valuable comprehensive



With the growth of its influence, Media Today Group also assumes more social responsibilities within our ability, including generating diversified content, participating in public welfare activities, tracking current events, ringing the crime alarms, promoting correct values, and providing more practical news and life information to help new migrants and overseas students rapidly adapt to their life in Australia. We not only provide in-depth information but also stand our own ground – giving a voice to 1.4 million Chinese Australians.

Our Brief and Vision

Media Today Group

Media Today Group has won the "New South Wales Premier's Multicultural Award" for 3 consecutive years.

In 2021, we won the **"Best News Report"** award for reporting on the breaking news that "Internet celebrity" Zeng Xiaoxin was severely sentenced for fraud and wanted in many states, and she would be repatriated after being released from prison".



In 2020, with its outstanding contributions during COVID-19, Our brand Sydney Today won the **"Best Digital and Social Media Application"** award, becoming the pride in the entire Australian Chinese media circle.

In 2019, Media Today Group also performed well. Not only was it successfully shortlisted for "Best Video and Audio Reporting", "Best Digital and Social Media Application", and "Best Young Journalist of the Year". Sydney Today's journalist Rena Li won the title of **"Young Journalist of the Year"**. This is the first time that a Chinese media has been highly recognized in the NSW Premier's Multicultural Awards, and it is also the first time that a Chinese has won an award in the media field of the NSW Premier's Multicultural Awards.



In terms of daily information access, we adhere to the principle of **"users first"** and insist on the three characteristics of **"localised, independent and free, and real and efficient"**. Daily information access covers all areas of life, providing housing rental and sales, Recruitment and job hunting, business owner's page, second-hand sales, overseas study and immigration, education and training, car rental and sales, ticketing, city based friends making, dining and entertainment, and other information. This helps the majority of users solve practical difficulties, and assist international students and new immigrants to better understand and fit themselves into Australia, and truly live and work in the local area.

We also create a full range of marketing solutions for business owners, including App, the website, WeChat, social networking and other services, and provide advertising clients with tailored and targeted promotions.

Australia Today App

Media Today Group



The Australia Today app was officially launched on the App Store of Apple and Android on 6 November 2015. It had nearly 50,000 downloads on the first day of its launch. It ranked a high of 67th among all Australian apps, in which it is the only Mandarin based app among the top 100 in Australia. Additionally, it has been ranking in the top 10 of news related apps, ahead to many mainstream media apps in the world and Australia.

As of February 2022, the Australia Today app covers over **560,000** users, and the average daily active users in Australia exceeds **56,000**.



- + It ranks **50th** in the App Store in the region of Australia, ahead of WeChat, Taobao, and other Chinese Australian most frequently used apps;
- + It ranks **4th** in the list of top searches, **5th** in the list of top-quality apps, and **7th** in the list of overall apps in the region of Australia within HUAWEI App Store;
- + It ranks **2nd** among Australia's news-related apps, second only to Twitter

Australia Today App

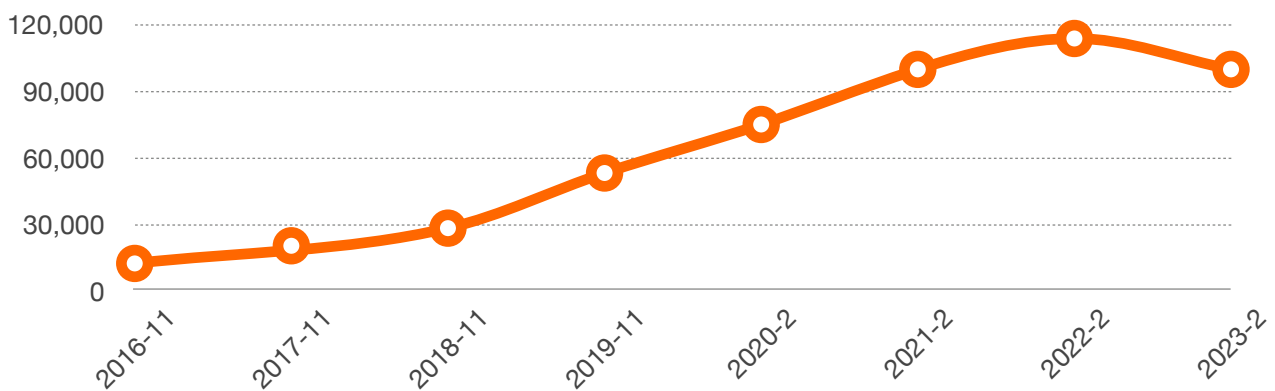
Media Today Group



Australia Today App is a functional app that integrates news and daily information access, providing viewers with the latest news and the most comprehensive Australian life information every day.

Australia Today app releases, on a daily basis, over **1,000** real-time news and over **7,500** posts on daily information access. It involves national events, latest news, social focuses, breaking news, property lease, job recruitment, businesses for sale, and city-based friends making, and so forth to meet your information needs.

Graph of Australia Today App Daily Active Users' Growth



560,000+ Users

56,000 DAU

App being opened more than **3.6 times per day**



240,000 MAU

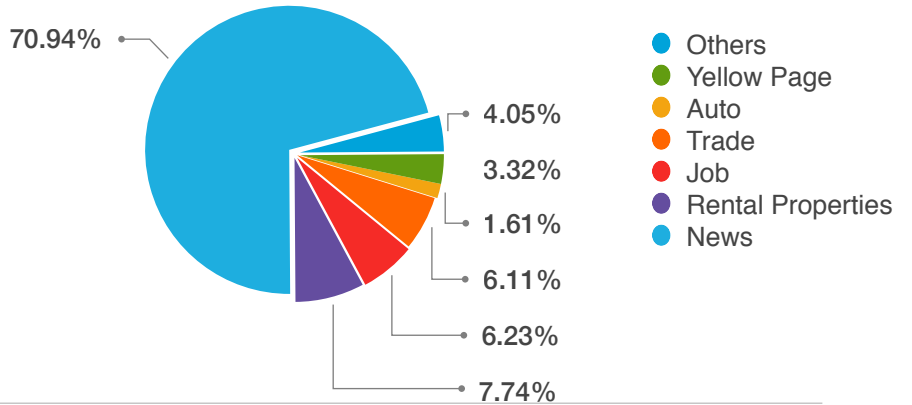
Over **800** Business partners

Each user spend **12.11 minutes** on our App

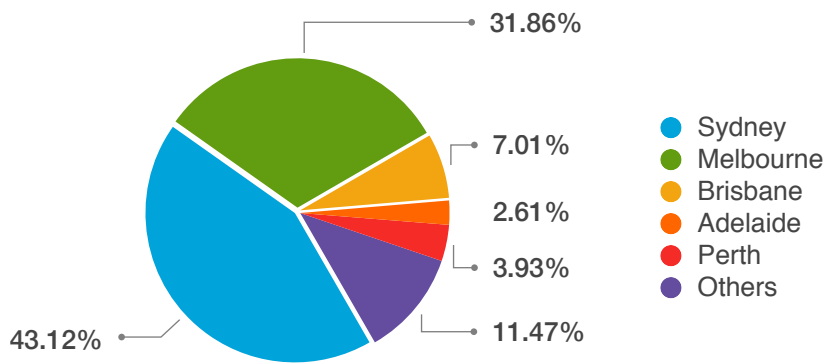
Australia Today App Users Demographics

Media Today Group

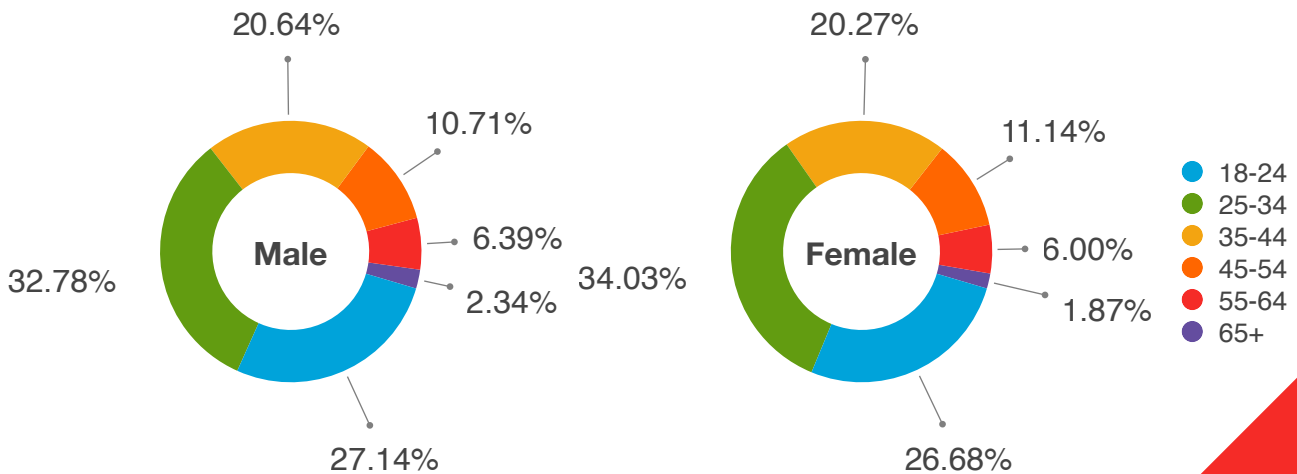
+ By Sections



+ Metropolitan users' visits for 1 month



+ Age and sex distribution



WeChat Public Account Sydney Today

Media Today Group

In early 2021, Sydney Today was voted as the "Top 500 WeChat Public Accounts of 2020 in China", becoming the only Wechat Public Account in the list of Top 500 in the region of Australia and New Zealand. According to the influence rankings of overseas Wechat Public Accounts from China Newrank, Sydney today is rated No.1 throughout Australia and No.5 internationally, next to the British Newspaper Sister (@baojieuk).



今日悉尼

原创内容 1,202

总用户数 692,467 +6,472

Registered in 2013, the Wechat Public Account of Sydney Today has been always maintaining an unassailable lead in the industry. The number of subscribers is growing robustly, and the average daily increase of subscribers hits 200 to 500, covering nearly 95% of Chinese and Chinese-Australians in Sydney.

At the outset of the pandemic in 2020, Sydney Today paid high attention to the local epidemic and released the latest breaking news. During the period, a breaking news article with 37.69 million views hit the highest record among all Australian Wechat Public Accounts.

In 2024, the number of subscribers is over at 690,000. Besides, Sydney today has repeatedly achieved success in 2023, continuously releasing breaking news articles



Melbourne Today WeChat Official Account

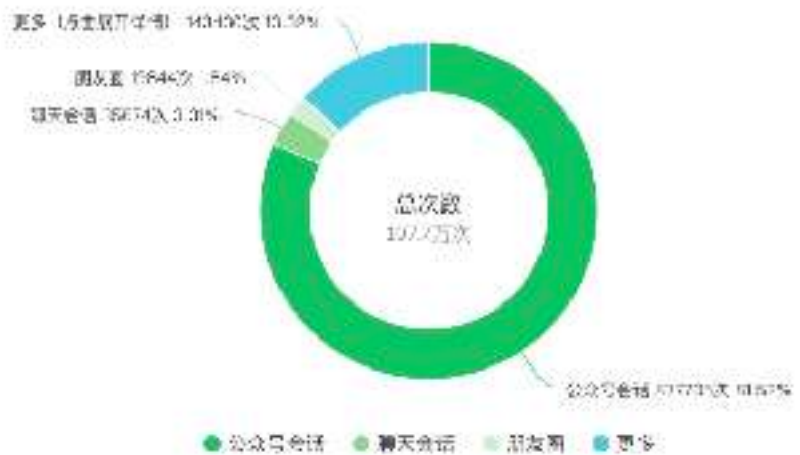
Media Today Group



In 2014, the WeChat Public Account of Melbourne Today was officially registered, and the number of subscribers exceeded 100,000 in that year.

After being reorganized in 2019, Melbourne Today started a new team with new training and a new start. After 6 months of professional team training and systematic legal training, Melbourne Today achieved information and resources sharing with Sydney Today. **Melbourne Today has grown to a team that actively reports news**, has excellent teamwork, and outstanding business capabilities.

By the end of 2021, **Melbourne Today has accumulated up to 300,000 subscribers**. The number of users is still growing robustly and the average daily increase of subscribers hits 210 to 340. The extremely high article views and forwards also fully reflects the high activity and loyalty of subscribers.



According to China Newrank in the region of Melbourne, Melbourne Today stands out and ranks first, **becoming the most influential Chinese media in Melbourne**.

WeChat Public Account Queensland Today

Media Today Group

In 2016, Wechat Public Account of Queensland Today was officially registered. Next year, the number of subscribers reached 20,000, and it won a large number of local loyal readers.

In order to further enhance the local influence and provide better services to local Chinese, Queensland Today kept recruiting journalists and editors with innovative capabilities and excellent professional qualities since 2018.

After reporting on various local breaking events and helping local Chinese in Queensland reserve their rights, and receiving professional legal training, Queensland Today has gradually grown into a professional news releasing team with a prompt response to latest news, a rapid report on local news, and excellent teamwork.

In late 2022, the number of subscribers exceed 60,000, and the proportion of daily active viewers hit 65%. In addition, the number of subscribers is still growing steadily, and the average daily increase of subscribers hits 50 to 100.



WeChat Public Account Perth Today

Media Today Group

The Wechat Public Account of Perth Today was registered in 2016. The number of subscribers has exceeded 20,000 up to date, accurately allocating to and covering most local Chinese in Perth. It currently occupied the top 3 article views of all time in a day in the Perth area and ranked first during the daytime. Perth Today is in a stable growth stage, with an increase of 40 to 110 new subscribers on a daily basis.

Perth Today mainly focuses on local news, while covering business and entertainment information. It has become the largest Chinese-language news source for local Chinese residents during the daytime.

Posts on WeChat Moments Sydney Today and Melbourne Today



Media Today Group

As one of the most influential Internet platforms in Australia, we have built a platform with mutual assistance between businesses and users by posting on WeChat Moments to help Chinese in Australia efficiently release and access practical information.

At present, Sydney Today operates 33 Wechat accounts, including comprehensive and vertical information access such as recruitment, food, prizes and rewards, daily life information, discounts, city based service, and second-hand sale.

These accounts are used to post latest recruitment information, restaurants and other daily life information. In addition, they provide daily lucky draws for rewards. 27 accounts of them are open for advertisement, with a coverage of nearly 120,000 people per advertisement.

Melbourne Today operates 19 Wechat accounts, including comprehensive and vertical information access such as daily life information, property lease, prizes and rewards, discounts, second-hand sale, recruitment and food. 16 accounts of them are open for advertisement, with a coverage of people equivalent to the number of audience in a Jacky Cheung's Melbourne music concert.



Posts on WeChat Moments Sydney Today and Melbourne Today

Media Today Group

In addition to having a large user base, we also have a professional operation team that regularly cleans up and deletes inactive accounts. We promptly respond to users' messages to help advertising clients to convert potential to current clients, and provide in-time response and information.

All commercial advertising documents are archived, and a dedicated person is responsible for communication and provides snapshots of the advertisement. Advertisers can have a knowledge of advertisement status on a daily basis and adjust their advertising strategies based on real-time results.



E-commerce Platform Umall

Media Today Group



In early 2021, Media Today Group's new product Umall, an e-commerce platform for Chinese in Australia, was officially launched.

Compared with the physical presence of supermarkets, Umall has an astonishing amount of inventory, **with more than 5,000 commodities in the first batch**. The types of products cover fruits and vegetables, seafood and aquatic products, Japanese and Korean cosmetics, hot-sale snacks, grain and oil, hot pot food, skin care products, kitchen supplies, baby health care and so forth. A mass of popular Chinese brands, such as Baishui Shan, Haidilao, Lee Kum Kee and dozens of other brands have joined Umall for sale.

Media Today Group's belief is to give a voice to 1.4 million Chinese Australians, and meanwhile, the birth of Umall is also committed to providing a convenient, fast and efficient online shopping supermarket for the majority of Chinese in Australia.



Chinese Property WeChat Public Account

Media Today Group

WeChat Public Account of Fang.com.au (WeChat ID: chineseproperty) was launched in late February 2021. Supported by the most well-known and comprehensive Chinese media group in Australia - Media Today Group, Fang.com.au has established a content team with solid professional knowledge, a background in the news industry, and strong writing and analysis capabilities. The team is committed to providing the latest, most complete and best Australian real estate trends and investment information for Australian Chinese and global Chinese users.



- Provide the **latest, most comprehensive and best** real estate information
- Provides expert analysis of property information from multiple perspectives
- **Summarise weekly auction results and analyse market reports**
- Share high-quality second-hand housing in multiple suburbs of Sydney
- Work closely with many local developers in Australia and report their latest at the first place

Business Activities

Media Today Group

Chinese Carnival

In order to thank the support and love of the vast number of users, Sydney Today and Melbourne Today have held the Chinese Carnival in mid-year for three consecutive years since 2017. The rewards events were hosted through both online and physical activities, with hundreds of business owners participated, offering participants with cash, discounts and gifts.

The event has triggered waves of lottery frenzy in both Sydney and Melbourne, and a single event attracted more than 1 million Australian users to participate.



8th Anniversary Celebration of Media Today Group

In March 2019, the 8th anniversary celebration of Media Today Group was held simultaneously in Sydney, Melbourne and Brisbane. In Sydney, a grand dinner was held at the Four Seasons Hotel. Over 400 invited guests gathered to witness the 8th anniversary of Media Today Group. In Melbourne, guests from all walks of life in Melbourne gathered on the shore of Albert Lake and over 110 guests came to the scene in Brisbane.

The scale of this event are extremely grand, and many politicians were invited to attend. The three regions jointly witnessed the grand event. Elites from various fields gathered on the scene, as well as leaders and other guests, all coming for co-creating a glorious future.



Business Events

Media Today Group



+ Alibaba Australia-New Zealand E-commerce EXPO

Media Today Group has hosted two sessions of the "Alibaba Australia-New Zealand E-commerce Expo", assisted the Alibaba platform with online and physical promotion activities, and collaborated with small and medium-sized enterprises in Australia and New Zealand regions. In the first session, a total of 120 enterprises participated, while it increased to 150 in the second session. The number of participants was about 12,000, which is currently the largest e-commerce exhibition in Australia.

The Career Fair of "Today's Workplace"

Media Today Group has rich experience in physical event planning and hosting. We have successfully hosted two "Today's Workplace", a large-scale job fair in Melbourne, which has received support and participation from enterprises and government agencies such as Alibaba, Huawei, the Victorian Government, and the Victorian Police. The **Career Fair of "Today's Workplace"** helped build the bridge between thousands of Melbourne job seekers and famous local companies. It has developed into Melbourne's largest Chinese job fair.



Charitable Activities

Media Today Group

Guiding Australian Chinese to prevent the spread of the pandemic by giving heartwarming support and

In January 2020, Australia Today App, owned by Media Today Group, initiated the "COVID Fundraising Committee for Wuhan", which consisted of various Chinese community groups and business people in New South Wales, to donate money and goods to stop the pandemic. According to incomplete statistics, the total amount of donations

has exceeded 1 million Australian dollars, some of which were donated through the channels of community groups, and the remaining majority were donated to the public welfare fund of the Overseas Chinese Federation for pandemic prevention purposes.

In addition, Media Today Group also reported on warm-hearted organizations that actively provide support to the pandemic. We expressed our deep gratitude to these kind people and expected to pass on this kindness.

Considering the fact of the difficulty accessing facial masks in Chinese community, we urgently connected with Experteeth Dental, who also wanted to extend their helping hand, and eventually distributed a total of 6,000 free masks in many regions of Australia.

Raising funds for the New South Wales Bushfire jointly with Chinese enterprises, total amount raised exceeding

The raging bushfires were sweeping across New South Wales, which attracted world's attention. Media Today Group launched a cash donation campaign in the Australian Chinese community on 7 January. Within 48 hours, nearly 30 Chinese enterprises promptly responded and actively donated. We then organized an additional donation, collaborated with Rongqiao Financial Group, S&W Consulting Group, and GIGA Print (Sydney Printing), by encouraging app users to interactively comment on the event and the total donation amount reached AU\$187,910.



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！



Charitable Activities

Media Today Group

+ Attention to Pandemic impact and helping Chinese enterprises overcome difficulties

In addition, we always concerned about the impact of COVID-19 on Chinese people in Australia. Our journalist team conducted interviews at the first place in Chinese gathered suburbs, Sydney CBD, and many other regions. Journalists truthfully reported the inconvenience caused by the pandemic to people's daily life and the operational difficulties faced by Chinese enterprises.

Having been aware that many hospitality businesses were greatly affected by COVID-19 and their business turnover dropped to the bottom, Media Today Group immediately set up a special section in our app for charitable advertisements for Chinese companies to advertise and promote Chinese catering businesses for free. We endeavoured to help as many Chinese enterprises and merchants as we can to help overcome the difficulties.



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！收藏好一个一个吃起来！



今日澳洲App

CLIENT

Media Today Group

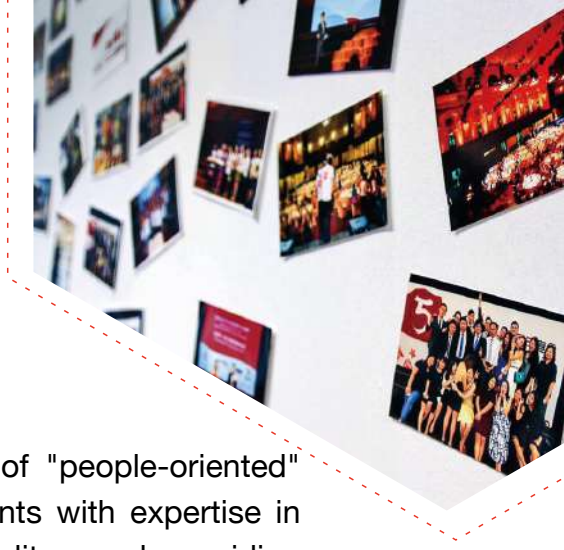


Our Team

Media Today Group

Media Today Group has been adhering to the concept of "people-oriented" since its development. With a wealth of professional talents with expertise in various fields, our company keeps recruiting industry elites and providing attractive remuneration to them. Meanwhile, we also pay high attention to the team training practices and joint progress between the team and individuals, as well as the establishment of enterprise culture and values.

To date, the total number of employees has exceeded 100, distributed in major capital cities in Australia and mainland China.





Thank You

2024

 **今日澳洲** App
— 为 140 万 澳洲 华人 发声 —

今日悉尼
www.sydneytoday.com

今日墨尔本
www.meltoday.com

今日昆士兰
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 —

 **华人找房**
澳洲华人找房大平台