

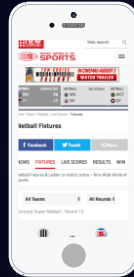
GENERATION NETBALL

— DAY IN THE LIFE OF



Morning – Catches up with the girls at the local café for a late brekky and quickly scroll through wwos.nine.com.au.

10.30am - Gets the netball gear ready and heads off to the match.



Lunchtime - Goes for lunch with the team and reads through highlights on wwos.nine.com.au while reflecting on the game.



Afternoon - Sits down on the couch to relax and tunes into *Channel 9's Saturday afternoon sports coverage*.



Evening - Preps for work tomorrow and re-watches highlights of the *Fast5 Netball Series* on 9Now.

Our female sports lovers are predominantly weekend netball players who love watching sports such as netball and tennis. They typically are young women who are either single or married. They lead busy lives, but like to catch up on sports results online. They are fit and active, and love the social aspect of playing sports and watching sport with their friends and partner.

DEMOGRAPHICS

60k+

HH INCOME

21+

YEARS OLD



LOCATION

Capital Cities

LIFE STAGE

Independent Youth, Young singles & Couples

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS



NINE AUDIENCE

5%