

» company update «

14.09.2011 NBL recruits Pagemasters for courtside role

The National Basketball League has acquired the services of Pagemasters to provide online content and to produce its official weekly game program.

From the opening round of the 2011/12 iiNet NBL Championship season commencing October 7, Pagemasters will supply game previews, game reports and feature stories.

Pagemasters will also design and produce “Showtime”, a weekly guide to games, players, statistics and club news.

The new print magazine, which will be distributed at all game venues, is one of several NBL initiatives aimed at making it “the leader in sports entertainment throughout the Asia-Pacific region”.

Pagemasters traditionally provides newspaper and magazine production services, but in recent years has expanded its editorial services through major outsourcing arrangements with Fairfax Media in Australia and APN in New Zealand, which have successfully adopted its centralised subediting model.

While creating editorial content is not entirely new to Pagemasters, coordinating reporters around the country and publishing their articles online within minutes of the buzzer sounding is new ground for the publishing solutions company.

But Pagemasters business development manager Brook Thomas has relished the opportunity.

“The partnership is a bold direction for Pagemasters, given we’ve never done anything like this before,” he said.

“But the direct access we have to [parent company] AAP’s intellectual property and industry connections means we have a terrific foundation to build a reliable network of reporters and publish online content to a very high standard.”

After unveiling the NBL’s four-year business plan at the season launch in Melbourne, Aaron Flanagan, general manager, sales and marketing, said: “We are delighted to have Pagemasters on board with the new iiNet NBL Championship season and I am confident their contribution will help better communicate our game to our growing audience.”

Mr Thomas added that Pagemasters was proud to be associated with the NBL and looking forward to “supporting its attempts to reinvigorate the code and keep basketball fans clued in”.

