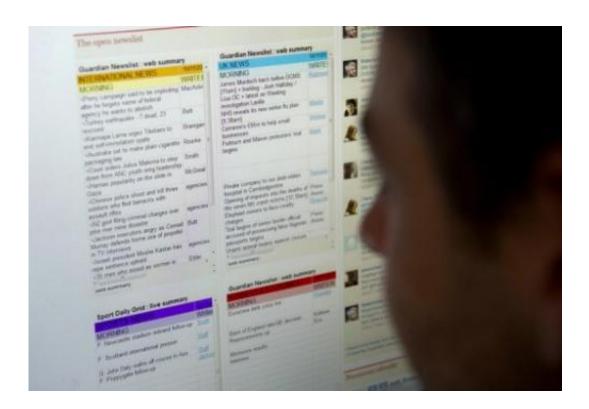


Guardian to launch online Australian edition

January 16 2013



A computer screen shows the Guardian's "newslist" on the British newspaper's website on November 10, 2011. Britain's Guardian newspaper will launch a new online edition in Australia, where the print media is struggling with the rapidly changing digital landscape, hoping also to expand its reach in Asia.

Britain's Guardian newspaper will launch a new online edition in Australia, where the print media is struggling with the rapidly changing digital landscape, hoping also to expand its reach in Asia.

The Guardian announced the expansion of its global reach on Tuesday,



saying deputy editor Katharine Viner would be relocating Down Under to launch the Australian operation some time this year.

"We already have a large number of Australian readers who tell us they want more of our on-the-ground reporting, lively commentary and groundbreaking open journalism," Viner said in a statement.

"We will build a small Australian team to cover the issues that really matter to the nation and connect our Australian readers to the Guardian's global network of correspondents and commentators."

Alan Rusbridger, editor-in-chief of Guardian News & Media, said the Australian edition was "a natural next step".

"Our Australian digital edition will not only offer our unique take on Australia, a significant nation both regionally and globally, but will also serve as a base for reporting on, and engaging with, people across Asia," he said.

Viner will be joined by Paul Chadwick, the outgoing director of editorial policies at the Australian Broadcasting Corporation, who will be a non-executive director of the Guardian's Australian operation.

A founding investor will be philanthropist Graeme Wood, the entrepreneur who launched the travel website wotif.com and the chairman and investor behind the not-for-profit Australian online news website The Global Mail.

Fairfax and News Limited dominate the Australian media landscape, owning websites, newspapers, radio and television stations. Both have suffered as advertisers and readers migrate to the Internet.

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