



Media Release
14 December 2021

Free TV Appoints Natasha Eves as Regulatory Affairs Manager

Free TV Australia is very pleased to announce the appointment of Natasha Eves as Regulatory Affairs Manager effective immediately.

Ms Eves joins Free TV from SBS where she was the External Affairs Manager. She is widely respected in the broadcasting industry and has 15 years' experience in Australian and international policy roles across media, cultural policy and the arts.

"I am delighted to have Natasha joining our Free TV senior team at a very important time for our industry and our audiences," said Free TV CEO, Bridget Fair.

Ms Eves will be making a vital contribution as we engage with Free TV members, the Government and industry stakeholders on the important regulatory changes that are needed to ensure that commercial television continues to have a strong and vibrant future.

Ms Eves said: "I have long admired the role that Free TV plays in public policy development for the Australian media sector, and I am thrilled to be able to contribute to this. I am particularly interested in ensuring that all Australians, no matter where they live or what their circumstances, have equal access to free local television services".

Prior to joining SBS, Ms Eves held senior roles at the International Federation of Arts Councils and Culture Agencies. She holds a Masters Degree in Media Practice, a Bachelor Degree in Government and International Relations, and a Certificate in Disruptive Strategy from Harvard Business School.

Over the last 12 months Free TV has successfully navigated the enactment of the News Media Bargaining Code, delivered a comprehensive response to the Government's Media Reform Green Paper, established new headquarters in North Sydney and launched the *Free. For Everyone* campaign.

"Natasha's appointment completes the Free TV senior team and positions us very well to launch into what promises to be an issues-rich 2022," Ms Fair said.

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ABOUT FREE TV AUSTRALIA

Free TV Australia is a leading media industry organisation. It represents all of Australia's commercial free-to-air television licensees through advocacy, innovation and strategic advice. The members of Free TV Australia are Seven West Media, Nine Entertainment Co, Network 10, Southern Cross Austereo, Prime Media Group, WIN Network and Imparja Television.