

**MEDIA RELEASE**

Sunday 29 March, 2015

## **NINE LIVE PARTNERS WITH iEC ON GLOBAL EXHIBITION TOURS**

***Multi-year deal to deliver world-class, global touring exhibitions across a sensational variety of genres with fascinating, unique content.***

**Nine Live** today announced a partnership agreement with **International Entertainment Consulting Pty Ltd.** (iEC) to form one of the most powerful exhibition tour promoters in the world.

The strategic partnership will see Nine Live's touring and ticketing experts –**Nine Touring & Events** and **Ticketek** – together with iEC's leading global exhibition and entertainment team, produce four original multi-million dollar, category-one exhibitions over the next 5 years, all of which are destined for global touring, with projects launching in Melbourne, London and New York by the end of 2016.

The first of the blockbuster exhibitions, **The WW1 Centenary Exhibition**, direct from London's acclaimed Imperial War Museums, will stage its world premiere at Melbourne Museum on April 16, 2015. The exhibition is a significant part of world-wide commemorations of the First World War.

The partnership, lead by entertainment industry professionals Geoff Jones, Tony Cochrane and Thea Jeanes-Cochrane, brings together diverse industry expertise ranging from producing concert and theatre shows and ceremony events, to management, marketing and commercialisation of sports including promoting major international sporting events.

**Geoff Jones**, Nine Live CEO, said: "We are thrilled to formally announce this partnership that is already proving to be a vital contributor to the live entertainment industry, not only for Nine Live but also on a global and national scale. I've known Thea and Tony for many years and am confident that together we will generate a hugely positive result for all involved."

**Tony Cochrane and Thea Jeanes-Cochrane**, iEC Founding Directors, said: "It has been an exciting and highly rewarding 18 months as we have originated and signed significant international global touring exhibitions within the genre of popular culture. This partnership with Nine Live is a perfect, symbiotic relationship and will help enormously in driving our global ambitions. Geoff and his team bring a lot to the relationship and we believe this gives us the dream team moving forward!"

Over the coming months Nine Live and iEC will be announcing a second exclusive, pop culture inspired exhibition that will open in London next year before touring internationally to at least 11 cities.

Tickets to the **WW1 Centenary Exhibition** at Melbourne Museum are on sale now through [Ticketek](#).

***Geoff Jones, Tony Cochrane and Thea Jeanes-Cochrane are available for interview.***

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**IMAGES & ASSETS**

<https://www.dropbox.com/sh/21ouhcq3owpgc7l/AADmWCh00S7Sz3qNKcPUcsCaa?dl=0>

**MORE ABOUT NINE LIVE:**

Nine Live is a deeply integrated live entertainment business that encompasses leading tour promotions business Nine Touring & Events, Australia's largest ticketing company, Ticketek, premium indoor entertainment arena, Allphones Arena, digital marketing service, Nine Rewards, smaller ticketing specialist, Eventopia, and technology and ticketing platform, Softix.

Nine Live is a part of Nine Entertainment Co.

More information at [www.nineentertainment.com.au/live](http://www.nineentertainment.com.au/live)

**MORE ABOUT INTERNATIONAL ENTERTAINMENT CONSULTING:**

iEC is an international exhibitions and entertainment company founded by Tony Cochrane, former Chairman of V8 Supercars and Thea Jeanes-Cochrane. They are the leading innovators of premier touring exhibitions on a global scale offering a unique turnkey approach. The exhibition team at iEC specialise in content origination, cutting-edge design, and the touring of unique events and experiences that offer broad demographic and cultural appeal. With offices on the Gold Coast, London and Sydney they have a diverse range of clients around the world and an extraordinary global reach.

More recently in entertainment, iEC was the lead promoter of The Rolling Stones Adelaide Oval Concert breaking their Oval attendance record of over 54,000 and was co-producer of the Glasgow 2014 Commonwealth Games Flag Handover Ceremony.

More information at [www.iecons.com.au](http://www.iecons.com.au)