

**the  
Voice**



**...IS COMING TO AUSTRALIA IN 2012!**



# THE RUNAWAY SUCCESS

Highest rated talent show in Holland – over 3.2 million TV viewers and 3.4 million online viewers each week!

Internationally-acclaimed artists as coaches to the contestants!

The US version launched on Go! as #1 program across multi-channel platform for total people!



A new, unique format where looks don't count...it's all about THE VOICE!

The Voice US beat "Glee" and "Dancing With the Stars" to be given honours as the highest rating new show in US history! Over 10 million viewers each week!

A social media PHENOMENON in the US with unprecedented audience engagement!



# OUR COACHES & PRESENTER



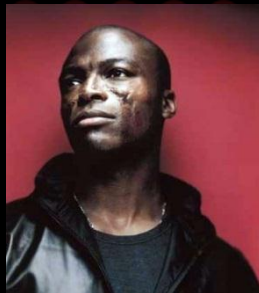
**Delta Goodrem**

At just 26, Delta Goodrem is the Artist of the Decade in Australia having sold more albums in the last ten years than any other artist in Australia, both local and international artists!



**Keith Urban**

Keith Urban has been honoured with a multitude of international music awards including Grammys, Country Music Association, Academy of Country Music, People's Choice, American Music & Australia's coveted Arias.



**Seal**

In a remarkable career that spans more than two decades, Seal has garnered countless accolades along with three Grammy Awards and has sold more than 15 million albums worldwide!



**Joel Madden**

At just 32, Joel Madden has already achieved great success in his music career as a singer, record producer, and DJ. He is best known for being the lead singer of pop-punk band Good Charlotte.



**Darren McMullen - presenter**

Originally from the shores of Scotland, Darren's fresh and crazy personality has brought him a number of high profile presenting roles for televised events and award shows, including the live music show 'The Lair' for MTV.



# THEVOICE.COM.AU

## FORECAST TRAFFIC:

- 1 million unique browsers
  - 3 million short-form video streams
  - 500k long-form video streams
  - 10 million page views
  - YouTube video channel TBC
- All performances of the contestants online straight after the show
  - Exclusive backstage footage and interviews
  - Full Catch Up TV of all the episodes you missed
  - Fully integrated social media experience
  - The very latest up-to-date news from the show
  - Profiles of the contestants and coaches