



## **MEDIA RELEASE**

### **Young Australians launch their careers on MySpace Jobs**

*Young Australians say they want more help with their careers.*

*MySpace and CareerOne.com.au team up to create the ultimate job space*

**[Sydney: 31 January 2008]** The nation's largest social networking site, MySpace.com and Australia's fastest growing job board\*, CareerOne.com.au have launched a new careers channel, MySpace Jobs – [www.myspacejobs.com.au](http://www.myspacejobs.com.au).

Powered by CareerOne, MySpace Jobs is designed to tap into the phenomenon that is social networking, connecting employers to this hard to reach audience..

"Our research shows that 68 per cent of "Generation Y" find it difficult to break into the employment market," said Dr. Stephen Hollings, chief executive officer, News Digital Careers.

"Bringing the employment market to them through the MySpace partnership provides Generation Y with easy access to jobs, advice and information - all specifically tailored to their demographic."

Defined as aged between 14-29, approximately 4.5 million Australians are categorised as Generation Y. MySpace Jobs is a natural platform for this massive pool of young, skilled workers because it merges with their social, cultural and professional interests. MySpace Jobs has full search functionality provided through CareerOne and unique content specially tailored to the MySpace community.

Key features available on MySpace Jobs include;

- 'Cool Jobs' featured and updated weekly
- Four featured companies actively looking for staff
- A tailored job seeker 'Toolkit' is available, which includes a pay rise calculator and useful templates.
- Video content
- Interactive careers advice



With the entertainment and media sectors well represented on MySpace Jobs, some of the cool careers currently listed include; 3D artists, web developers, game designers, music industry professionals and media graduates.

In addition, MySpace users are invited to utilise and join the MySpace Jobs Community page which features additional tools and information to help users during the job-hunting process. These include user generated content such as forums and the 'Ask Us' blog and online Q&A moderated by CareerOne journalists.

The Community page (<http://myspace.com/cooljobs>) also gives users the ability to upload photos, post comments and meet other like-minded MySpace users going through the job searching process.

"Launching MySpace Jobs was a natural step for MySpace," explains Rebekah Horne, vice president of Fox interactive Media. "MySpace has a venerable history of launching the careers of creatives and has always functioned as a channel for users to find work and meet industry contacts. With the launch of MySpace Jobs, we're offering our users an integrated job search page and employment opportunities specifically tailored to the 14-29 year old demographic."

MySpace Jobs was soft launched on 7 December 2007 and already boasts over 600 friends.

An exclusive invite-only event will be held in Sydney tonight to officially launch the website.

*\*A survey conducted in January 2008 by CoreData in conjunction with MySpace Jobs*

*\*Nielsen Net Ratings 2007 (year on year growth)*

*Case Study: available on request*

### **About MySpace**

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. By integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums, MySpace has created a connected community. As the first ranked web domain in terms of page views(\*), MySpace is the most widely-used and highly regarded site of its kind and is committed to providing the highest quality member experience. MySpace will continue to innovate with new features that allow its members to express their creativity and share their lives, both online and off. MySpace's international network includes localised community sites in the United States, France, Germany, Australia, Ireland, Spain, Italy, Mexico, Switzerland, Austria, Canada, Netherlands, New Zealand, Japan, Sweden, Latin America and the United Kingdom. Fox Interactive Media is a division of News Corp.



*\*Among the top 2000 domains comScore Media Metrix, November 2007. For more information on comScore Networks, please go to <http://www.comscore.com>*

**About CareerOne.com.au:**

CareerOne.com.au is News Digital Media's (News Limited's digital business) national digital employment brand. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers and News Digital Media, creating a leading recruitment service with truly national reach. With more than 60,000 job listings and an unrivalled collection of career advice, articles and resources, CareerOne provides unrivalled information and support for people looking for jobs or interested in their career development. CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.

**For more information or an interview please contact:**

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MySpace Jobs case study available upon request





## CASE STUDY:

The growing popularity of MySpace Jobs comes as no surprise to 17 year old Bruce Hidalgo who started a MySpace page in January 2006 and now as a result oversees his own burgeoning web design business. Not yet out of the school, Bruce has already been approached by Melbourne based design company 'Fresh Aesthetics' to design for them when he leaves school.

"When I first started on MySpace I knew nothing about coding, but I just starting exploring MySpace and experimenting with my own page and then people started asking me to design their pages," he explains.

Bruce says MySpace is ripe for the picking if you're willing to look and seize opportunities onsite. "I think of MySpace as a treasure hunt. I'm always on the lookout for potential clients, especially emerging artists, bands or organisations on MySpace, they are all there!"

Having just designed the MySpace page of up and coming Brisbane based band Elliot, Bruce said the secret to his success was his ability to look beyond this site's social offerings and explore the business potential.

"As soon as I started on MySpace I started using it to display my skills and make contacts. I think it's really important people aren't shy or hesitant about making connections with the big guys or pros in the creative industries. I did it and now I have connections with some of the best guys in the industry."