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MEDIA VISIONARY JONAH PERETTI TO SPEAK AT VIVID SYDNEY

BuzzFeed Founder and CEO **Jonah Peretti** will make his first Australian appearance at this year's **Vivid Sydney** festival, where he will speak at the **Vivid Ideas Game-Changer Talks Series**.

For his Vivid Ideas discussion at City Recital Hall on Sunday 28 May, Peretti will share his thoughts on the evolution of the media industry, as well as insights into creative endeavour in the digital age.

The digital mastermind has spent his career ignoring traditional notions of media. Instead, Peretti has focused on how audiences seek, share and engage with content. This approach has earned him the label 'the web's king of viral content' according to Business Insider.

Destination NSW Chief Executive Officer and Executive Producer of Vivid Sydney Sandra Chipchase said, "A pioneer in his field, Jonah Peretti has played a key role in shaping digital publishing globally, and he will now share his insights and vision for the future at Vivid Ideas. This is a remarkable opportunity to hear from a global thought leader and we're proud to welcome Jonah Peretti to this year's dynamic Vivid Sydney program."

On speaking in Australia for the first time at Vivid Ideas, Jonah Peretti said, "I'm thrilled to be coming to Sydney to participate in Vivid. Australia has been a major focus and priority for BuzzFeed since we launched our local edition in 2014, and I'm excited to be part of an event so focused on the exchange of creative ideas. Plus, I have avo toast for breakfast almost every day and I can't wait to try the original."

Before launching BuzzFeed, Peretti co-founded The Huffington Post along with Arianna Huffington and Kenneth Lerer. He started BuzzFeed in 2006 as an experimental lab focusing on tracking viral content and making things people wanted to share. Under Peretti's leadership, BuzzFeed has been named Fast Company's #1 Most Innovative Company with 18 offices, 11 international editions and content that gets an average of 7 billion views each month.

The media visionary places an emphasis on audiences not only consuming content, but sharing it as well. Peretti says the BuzzFeed audience prefers and expects content that works across platforms, is relevant to them, easily shareable, and globally accessible.

Peretti will join Academy Award-winning Director Oliver Stone and iconic American artist Shepard Fairey in the Vivid Ideas Game-Changer Talks Series. With just five weeks to go until Vivid Ideas, tickets are already selling fast for highlight events.





The 2017 Vivid Ideas program is the largest ever, featuring more than 200 events and hundreds of speakers from across the globe. Vivid Ideas will continue to challenge, inspire and explore the changing face of the creative industries. A forum for creatives to collaborate, foster business connections and showcase new ideas, Vivid Ideas runs 23 nights from 26 May to 17 June 2017.

Jonah Peretti will speak as part of the Vivid Ideas Game-Changer Talk Series on Sunday 28 May, at 1.30pm at City Recital Hall. Tickets are on sale now and available at: vivid Sydney.com/ideas

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NOTES TO EDITORS:

About Vivid Ideas

Vivid Ideas is Asia Pacific's annual celebration of innovation, creativity and change community, and is held as part of Vivid Sydney, the world's largest festival of light, music and ideas. Vivid Ideas brings the world's greatest minds, innovators and industry leaders to Sydney to build engagement between the creative industries and the broader economy, exploring trends, movements and opportunities that shape society and business through public talks, industry seminars, conferences, workshops and debates. Vivid Sydney is owned, managed and produced by Destination NSW, the NSW Government's tourism and major events agency and runs from 26 May to 17 June 2017. For more information visit www.vivid Sydney.com/ideas

Vivid Ideas imagery and video is available at
www.vivid Sydney.com/media-centre

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