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## WILL THE NEW MERGED SOUTHERN CROSS MEDIA GROUP DELIVER FOR ADVERTISERS?



Edited by [Staff Writers](#)

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*TrinityP3 founder and global CEO Darren Woolley takes a deep dive into the Seven and SCA merger, what it means for advertisers and what the combined entity must do to be a success in this exclusive and thought-provoking piece for B&T.*

Let's be honest: we've been talking about the "inevitable" consolidation of Australian media for so long that the actual announcement of Seven West Media and Southern Cross Austereo merging felt less like a shock and more like an overdue appointment with destiny.

In the halls of Pyrmont and the boardrooms of South Melbourne, the narrative has shifted.

This isn't just two old-school broadcasters huddling together for warmth; it is an aggressive, defensive pivot. It's the transition from being a legacy channel seller to becoming an audience platform solution—an important, but also deeply necessary attempt to create the kind of mass and momentum required to stand toe-to-toe with the algorithmic predators like Meta, ByteDance, and Google.

We have seen this movie before, of course.

The Nine and Fairfax merger provided the original blueprint for this kind of "traditional" transformation. That union proved that if you can successfully weld television, press and digital together, you can create a powerhouse that demands a seat at the top table.



But it also proved that the welding process is incredibly sparky and prone to structural failure. Many doubts over the long-term



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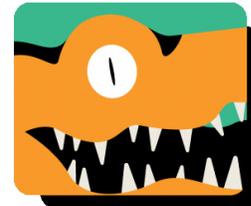
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“optimise” their footprints.

Closer to home, the rumours of a thousand job losses across SWM and SCA are casting a long shadow. While “synergies” look great on a balance sheet for shareholders, they often translate to “fewer people doing more work” on the ground.

For advertisers, this is a massive red flag. If the merger focuses too heavily on consolidating mass and slashing headcount at the expense of service and cultural alignment, the “seamless solution” becomes a mirage.

### Don't lose the magic

Advertisers are looking for simplicity, yes, but they are also looking for “brand magic”. They want to buy audiences with the same ease they find on a Facebook Ads Manager, but they need the creative impact that only premium local content can provide.

If the merged entity becomes a bloated bureaucracy where talent is treated as “interchangeable parts in a massive machine”, they will lose the very thing that makes them a viable and different alternative to the tech giants.

The newly combined sales team needs to be empowered to sell the platform, not just the channel. This requires a total shift in mindset—a “de-specialisation” that allows for true cross-media fluency.

If the focus remains on the “pile of assets” rather than the “unified platform,” then we are simply watching a larger dinosaur try to outrun a meteor.

The true measure of this merger’s success won’t be found in the first quarter’s cost savings, but in the feedback from marketers and media buyers a year from now. They will tell us if it is actually easier to reach a consumer across the Seven-SCA ecosystem, or if they are still dealing with two different teams, two different invoices, and a whole lot of cultural friction.

The stakes are higher than they’ve ever been. This merger is a litmus test for whether traditional Australian media can actually transform itself or if it’s just rearranging the deck chairs.

If SWM and SCA can successfully blend their cultures and streamline their go-to-market strategy, they provide a blueprint for survival. If they stumble over internal politics and the trauma of mass redundancies, they risk becoming a cautionary tale of scale without soul. Advertisers are ready for a local audience platform that can compete with the world; now, the new-look SCA just has to build it.

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