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MEDIA RELEASE

23 April 2019

**Switch Media Group Appoints Simon Cashman As Head Of Business & Industry
- To Meet 39 Million Subscribers.**

The company behind the world's first Post-Cable TV Network for property has appointed former [Better Homes & Gardens Real Estate](#) CEO, Simon Cashman, to lead its business & industry efforts into Australia and the USA.

Mr Cashman will take control of the company's industry and business relations in Australia and advance its recent and rapid growth into the North American and European markets. Kevin Turner, Chair of Switch Media Group said: "Mr Cashman was the ideal choice for the role, given his extensive experience within media and leading an international franchise brand into the Australian market, the choice was a perfect match."

Simon is the immediate past CEO of [Better Homes & Gardens Real Estate](#) in Australia, with an extensive background dedicating almost 20 years to the film and television industry.

"Streaming media has become the norm and Property TV is the future," says Cashman. "Property TV is the next generation in property consumption, a convergence of all things related to property. Property TV, or pTV as it is becoming known, is the best place to learn or be entertained with property content and I am excited to be part of the new generation in TV."

The Post-Cable Industry grew 168% in Q4 2018, which helps explain Property TV's skyrocketing traction, where 887,000 US subscribers directly shifted to Post-Cable from traditional cable TV in the previous quarter.

"Not only are consumers shifting to Post-Cable, but they are also seeking highly focused and specific content on a theme, industry or preference. It is no wonder why pTV is growing so fast right now, delivering property related content to a booming audience with a high appetite for real estate," said Property TV Head of Industry, Simon Cashman.

A recent survey in the US by UBS*, identified 39 million subscribers are planning to cancel their Cable TV subscriptions in 2019 and move to Post-Cable.

Mr Cashman leads Property TV's industry & business efforts, globally.

To find out more about Propify and its services, visit www.propertytv.io

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About Property TV



Property TV is the world's first and largest Post-Cable TV Network dedicated to all things property. Broadcasting LIVE and on-demand content to a worldwide audience, Property TV is the one place property enthusiasts, consumers and professionals can learn from the best within the industry, find a real estate agent or broker and become better-informed property people.

Simon Cashman is the Head of Industry & Business at Property TV and is the immediate past CEO of Better Homes & Gardens Real Estate.

*UBS Evidence Media Lab Consumption survey, <https://about-neo.ubs.com/content/research>

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