

ZDNet Australia delivers the news and issues of the 2009 Federal Budget FIRST to the industry



2009 Federal Budget coverage

While news facets scrambled to report on the 2009 Federal Budget, many neglected to report on the pivotal technology sector.

ZDNet Australia were the first on the ball with live and complete coverage of the ICT aspects, examining the implications it will have on Australia's technology industry.

Six stories went up from **9pm on May 12**; the official night of the budget announcement. The immediacy of the coverage generated a wave of positive feedback **indicating ZDNet Australia's premium position in the technology marketplace**, with an influential and strong readership base.

The ICT industry flocked to **ZDNet Australia** as their resource for Budget 09 news, with **573 page views on the night** of the announcements, and **4,895 in stories tagged 'budget09' in the week following the announcements**.

ZDNet Australia reported well ahead of competitors including:

- **AustralianIT** (First story posted May 13)
- **ITNews** (First story posted 12:01AM, May 13)
- **Computerworld** (First story posted 3:48PM, May 13)
- **ARN** (First story posted 9:04AM, May 13)



Awesome job. Loved reading what you were writing. Found the ups and down of a budget in real-time surprisingly interesting.
@SoldierBeetle (Richard Pendergast - Solutions Architect)

Well done on yr budget coverage, only 1's covering ICT live. Looks lk a fail 4 News and Fairfax who thinks it can wait till 2morrow.
@bruce mills (Bruce Mills - IT Consultant)

Well done ZDNet!
@richardlord (Richard Lord - Hyro Executive)



"There was comprehensive ICT budget reporting by ZDNet, which was really helpful"

*Senator Kate Lundy,
Shadow Minister for Sports & Recreation*