

# Tony Moorey Appointed as Bauer Media Audio's UK Content Director of Digital Platforms



MEDIA GROUP

Bauer Media Audio UK has actually designated Tony Morrey to the brand-new position of Content Creator of Digital Platforms.

In his brand-new function, Tony will manage the audio and visual material that customers can access on Bauer owned digital platforms, consisting of apps and sites. Working throughout the whole portfolio of business' audio brand names in the UK, it is a promo for Tony who was formerly Group Content Director for Absolute Radio, Magic Radio, and Scala Radio.

Speaking about the consultation, Ben Cooper Chief of Content and Music Officer for Bauer Media Audio UK stated "Tony is going to change the method you listen to and take a look at our material on your clever speaker, phone, or laptop computer. And by utilizing his flawless radio understanding and his enthusiasm for digital development will concentrate on winning brand-new audiences in brand-new methods for our great portfolio of UK stations."

Tony stated, "Bauer has actually constantly been a fantastic location to do terrific work, not just since of its much-loved brand names and gifted individuals, however due to the fact that of how rapidly it has the ability to adjust and grow in reaction to the altering audio landscape and requirements of listeners and marketers. It's a benefit to handle this brand-new function, assisting our remarkable groups change from a radio to an audio service, establish distinct, imaginative audio items, grow audiences for marketers. I can't wait to start."

Tony began his audio profession at Key 103 and 5 Live, signing up with Virgin Radio in 2002 where he has actually been primary figure at One Golden Square in London because. As Group Content Director throughout 3 of Bauer's most-loved brand names, Tony has actually led merged on-air and digital groups, managing programs and content output, consisting of business collaborations. In 2021,

Tony was granted a Fellowship by the Radio Academy.

The brand-new function begins with instant result, with Bauer opening a recruitment procedure to look for Tony's replacement.

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Source: [Tony Moorey Appointed as Bauer Media Audio's UK Content Director of Digital Platforms](#)