

Response from a Polestar spokesperson,

1. How much does your company spend to use the Newspress Australia service?

Polestar's relationship with Newspress is part of a global contract governing 27 markets, and is commercial in confidence.

2. How much did your company spend to sponsor the Newspress Awards?

Polestar does not disclose details about sponsorship arrangements.

3. How much did your company spend on tables and tickets for the Newspress Awards?

Polestar does not disclose details about sponsorship arrangements.

4. What is the nature of the commercial relationship between Smart As Media and Polestar? (and what services does Smart As Media provide)?

Smart As Media is one of a number of suppliers Polestar has used for videography and video production services in Australia.

5. We understand Smart As Media assisted in the creation of video and other content for Polestar. Could you outline the extent and nature of these contracts?

Videographers contracted by Smart As Media have shot and produced video content for Polestar in Australia, for internal use and publish on Polestar-owned channels.

6. Given the commercial relationships between your company and Newspress, do you believe there should be greater disclosure of this relationship in published articles written by Newspress Australia's operators, Stephen Corby and Andrew Chesterton? If not, why?

Polestar's relationship with Newspress is part of a global contract governing 27 markets, and is not specific to Newspress Australia.

7. Given the commercial relationships between your company and Smart As Media, do you believe there should be greater disclosure of this relationship in published articles written by Smart As Media's operators, Stephen Corby and Andrew Chesterton? If not, why?

Disclosures about a specific journalist's business interests are at the discretion of the publications to which they contribute.