

Form 603Corporations Act 2001
Section 671B**Notice of initial substantial holder****To** Company Name/Scheme **SEEK LIMITED ("SEEK")**

ACN/ARSN 080 075 314

1. Details of substantial holder (1)Name **PUBLISHING AND BROADCASTING LIMITED ("PBL")** and each of its associates referred to in Annexure A

ACN/ARSN (if applicable) 009 071 167

The holder became a substantial holder on 31/10/03 *

- On 31/10/03, the substantial holder acquired 21,804,498 ordinary shares in the capital of SEEK Limited. This comprised 25% of SEEK's then issued capital.
- Following subdivision of SEEK's issued capital and further share issues, SEEK was admitted to the Official List of Australian Stock Exchange on 18/04/05.

2. Details of voting power

The total number of votes attached to all the voting shares in the company or voting interests in the scheme that the substantial holder or an associate (2) had a relevant interest (3) in on the date the substantial holder became a substantial holder are as follows:

Class of securities (4)	Number of securities	Person's votes (5)	Voting power (6)
Ordinary	69,968,490	69,968,490	25.0%

3. Details of relevant interests

The nature of the relevant interest the substantial holder or an associate had in the following voting securities on the date the substantial holder became a substantial holder are as follows:

Holder of relevant interest	Nature of relevant interest (7)	Class and number of securities
Refer Annexure B	Refer Annexure B	Refer Annexure B

4. Details of present registered holders

The persons registered as holders of the securities referred to in paragraph 3 above are as follows:

Holder of relevant interest	Registered holder of securities	Person entitled to be registered as holder (8)	Class and number of securities
PBL and Windfyr Pty Limited ("Windfyr")	Windfyr	Windfyr	69,968,490 Ordinary shares

5. Consideration

The consideration paid for each relevant interest referred to in paragraph 3 above, and acquired in the four months prior to the day that the substantial holder became a substantial holder is as follows:

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash	Non-cash	

Refer Annexure C	Refer Annexure C	Refer Annexure C	Refer Annexure C	Refer Annexure C
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6. Associates

The reasons the persons named in paragraph 3 above are associates of the substantial holder are as follows:

Name and ACN/ARSN (if applicable)	Nature of association
The entities listed in Annexure A (other than PBL and Windfyf)	Associates of the substantial holders under section 12(2)(a) of the Corporations Act

7. Addresses

The addresses of persons named in this form are as follows:

Name	Address
Refer to Annexure A	Refer to Annexure A

Signature

print name **Stephen John Wright** capacity **Secretary, PBL**

sign here



date **19/04/05**

DIRECTIONS

- (1) If there are a number of substantial holders with similar or related relevant interests (eg. a corporation and its related corporations, or the manager and trustee of an equity trust), the names could be included in an annexure to the form. If the relevant interests of a group of persons are essentially similar, they may be referred to throughout the form as a specifically named group if the membership of each group, with the names and addresses of members is clearly set out in paragraph 7 of the form.
- (2) See the definition of 'associate' in section 9 of the Corporations Act 2001.
- (3) See the definition of 'relevant interest' in sections 608 and 671B(7) of the Corporations Act 2001.
- (4) The voting shares of a company constitute one class unless divided into separate classes.
- (5) The total number of votes attached to all the voting shares in the company or voting interests in the scheme (if any) that the person or an associate has a relevant interest in.
- (6) The person's votes divided by the total votes in the body corporate or scheme multiplied by 100.
- (7) Include details of:
 - (a) any relevant agreement or other circumstances by which the relevant interest was acquired. If subsection 671B(4) applies, a copy of any document setting out the terms of any relevant agreement, and a statement by the person giving full and accurate details of any contract, scheme or arrangement, must accompany this form, together with a written statement certifying this contract, scheme or arrangement; and
 - (b) any qualification of the power of a person to exercise, control the exercise of, or influence the exercise of, the voting powers or disposal of the securities to which the relevant interest relates (indicating clearly the particular securities to which the qualification applies).

See the definition of 'relevant agreement' in section 9 of the Corporations Act 2001.
- (8) If the substantial holder is unable to determine the identity of the person (eg. if the relevant interest arises because of an option) write 'unknown'.

- (9) Details of the consideration must include any and all benefits, money and other, that any person from whom a relevant interest was acquired has, or may, become entitled to receive in relation to that acquisition. Details must be included even if the benefit is conditional on the happening or not of a contingency. Details must be included of any benefit paid on behalf of the substantial holder or its associate in relation to the acquisitions, even if they are not paid directly to the person from whom the relevant interest was acquired.

ANNEXURE A

This is Annexure A of 4 pages to Form 603 (Notice of Initial Substantial holder).



Stephen John Wright

Date: 19/04/05

The substantial shareholders and its associates are identified in the table below, along with their respective registered addresses.

	COMPANY	ACN or Equivalent	REG. OFFICE
	ACP ASIA PTE LTD	993636K	10
	ACP ASIA PTE LTD	199106190N	4
	ACP COLOUR GRAPHICS PTY LIMITED	000 885 030	1
	ACP CUSTODIANS PTY LIMITED	053 273 519	2
	ACP GP (CI) LIMITED	No 85065	18
	ACP MAGAZINES (CI) LIMITED	CR-85006	18
	ACP MAGAZINES PTY. LIMITED	054 605 640	1
	ACP MASTHEAD NOMINEES PTY LTD	083 158 794	1
	ACP MASTHEADS PTY LIMITED	009 852 680	1
	ACP MEDIA (UK) INVESTMENTS LIMITED	5296666	
	ACP MEDIA (UK) LIMITED	5112193	6A
	ACP MEDIA LIMITED	AK/312310	5
	ACP MH HOLDINGS (NZ) LTD	AK/1209149	5
	ACP NETGUIDE MASTHEADS (NZ) LIMITED	1291856	5
	ACP NETGUIDE MASTHEADS PTY LTD	104 518 827	1
	ACP NEW ZEALAND MASTHEADS PTY LTD	077 306 006	1
	ACP NOMINEES (CI) LTD	CR-88376	18
	ACP PARTNERSHIP HOLDINGS GP PTY LTD	084 415 341	1
	ACP PARTNERSHIP HOLDINGS LP PTY LTD	084 415 378	1
	ACP POINTS PTY. LIMITED	101 114 532	1
	ACP PUBLISHING PTY. LIMITED	053 273 546	1
	ACP SYME MAGAZINES PTY. LTD.	064 335 619	1
	ACPPS HOLDINGS PTY LTD	093 210 318	1
	ACPPS HOLDINGS PTY LTD	CR-118846	18
	ACPPS INVESTMENTS PTY LTD	093 210 336	1
	ACPPS PTY LIMITED	ARB 112 775 372	1
	ACPPS PTY LIMITED	139129	18
	AUSTRALIAN CONSOLIDATED PRESS (U.S.), INC.	N/A	3
	AUSTRALIAN CONSOLIDATED PRESS (UK)	2400637	6
	AUSTRALIAN CONSOLIDATED PRESS LIMITED	054 523 027	1
	AUSTRALIAN CONSOLIDATED PRESS NZ LTD	AK/1144850	5
	BASS NEW ZEALAND LIMITED	AK/815227	5B
	BELLFIX PTY LIMITED	095 098 712	1
	BURSWOOD CATERING AND ENTERTAINMENT PTY LTD	098 223 977	24
	BURSWOOD EMPLOYEE SHARE NOMINEE PTY LTD	084 928 165	24
	BURSWOOD HOTEL PTY LTD	078 805 017	24
	BURSWOOD LIMITED	075 071 537	24
	BURSWOOD NOMINEES LTD	078 250 307	24
	BURSWOOD PARTNERSHIP PTY LTD	103 254 619	24
	BURSWOOD PROPERTY HOLDINGS PTY LTD	082 730 005	24
	BURSWOOD RESORT (MANAGEMENT) LIMITED	009 396 945	24
	CESSRAY PTY LIMITED	087 052 248	1
	CHANNEL 9 AUSTRALIA INC	1003245	17
	CITYROAD PROPERTY INVESTMENTS PTY LTD	074 349 465	19
	CML HOLDINGS NO 1 PTY LTD	100 422 795	1
	COMPUTER PUBLICATIONS PTY. LTD	006 167 442	1
	CONSOLIDATED MAGAZINES PTY. LIMITED	008 550 632	1
	CONSOLIDATED PRESS ASIA PTE LIMITED	199607844K	7
	CROWN AUSTRALIA PTY LTD	065 893 398	1

CROWN CPS HOLDINGS PTY LTD	080 301 131	1
CROWN EXPRESS PTY LTD	075 088 292	1
CROWN LIMITED	006 973 262	1
CROWN MANAGEMENT HOLDINGS PTY LTD	080 301 140	1
CROWN MANAGEMENT PTY LTD	059 301 610	1
CROWN RESORT (CHINA) PTY LTD	075 684 641	1
CROWN RESORT (THAILAND) LIMITED	R/N 04-0071-2544	22
CROWN RESORT PTE LTD	R/N 199407460G	4
CUBWELL PTY. LIMITED	097 327 314	1
DEBENTURES AND SECURITIES HOLDINGS (NO 2) PTY LTD	086 703 906	1
DEBENTURES AND SECURITIES HOLDINGS LIMITED	84689743	1
DEBENTURES AND SECURITIES HOLDINGS LIMITED	85069	18
ECORP FINANCE PTY LIMITED	087 071 047	1
ECORP HOLDINGS LTD	99908B	8
ECORP INTERNATIONAL INVESTMENTS LTD	101597B	8
ECORP INTERNATIONAL LTD	120768B	8
ECORP LIMITED	063 248 671	1
EQUIPMENT RESEARCH GROUP PTY LTD	092 269 997	1
ETF HOLDINGS PTY LTD	096 105 430	1
EVENTS MANAGEMENT CATERING PTY LIMITED	110 991 912	1
EXHIBITIONS AND TRADE FAIRS PTY LIMITED	096 105 029	1
FOOTBALL PLUS PTY LTD	071 857 611	1
GENERAL TELEVISION CORPORATION PTY LTD	004 330 036	1
GTT INVESTMENTS LIMITED	25882/6314	9
GTT PROPERTY COMPANY LIMITED	10454601108	22A
HOYTS 8 BELCONNEN PTY LIMITED	062 671 649	1
JADE WEST ENTERTAINMENT PTY LTD	068 580 610	1
JAYDIVE PTY LIMITED	094 610 741	1
JEMTEX PTY LIMITED	109 861 663	1
JTA DEVELOPMENTS PTY LTD	106 319 171	1
JUSTVANA PTY LIMITED	094 667 311	1
LIFESTYLE 1 PTY LTD	109 815 214	1
LIVE MUSIC CONCEPT PTY LTD	069 695 245	1
LOLLER STREET INVESTMENTS PTY LTD	090 565 898	20
MAGAZINE HOLDINGS LTD	84689627	1
MAGAZINE HOLDINGS LTD	CR-85070	18
MAGAZINES HOLDINGS (NO 2) PTY LTD	086 703 951	1
MANCON NOMINEES PTY LTD	089 197 231	1
MANDEN PRODUCTIONS PTY LTD	000 549 995	1
MANPRESS PTY LTD	089 133 291	1
MELBOURNE LIVE HOLDINGS PTY LTD	107 564 072	1
MELBOURNE LIVE PTY LTD	062 258 226	1
MH FINANCE HOLDINGS PTY LIMITED	112 574 884	1
MH FINANCE INVESTMENTS PTY LIMITED	112 575 247	1
MHLP HOLDINGS NO. 1 PTY LIMITED	111 959 098	1
MHLP HOLDINGS NO.1A PTY LIMITED	111 959 187	1
MHLP HOLDINGS PTY LIMITED	111 957 861	1
MLPM HOLDINGS PTY LTD	093 210 372	1
MOTORING GUIDE AUCKLAND LIMITED	AK/615851	5
NESRAY PTY. LIMITED	089 032 897	1
NETLINK DISTRIBUTION COMPANY LIMITED	AK/469192	5
NEW ZEALAND TRADER MAGAZINE GROUP LIMITED	AK/602705	5
NINE FILMS & TELEVISION DISTRIBUTION PTY LTD	083 158 365	1
NINE FILMS & TELEVISION PTY LTD	066 040 024	1
NINE INTENCITY PTY LTD	066 039 281	1
NINE LEISURE PTY LIMITED	060 654 364	1
NINE NETWORK AUSTRALIA PTY LTD	008 685 407	1
NINE NETWORK INTERNATIONAL TELEVISION (SA) LTD	57445B	8
NINE NETWORK PRODUCTIONS PTY LIMITED	002 965 755	1
NINE NETWORK SUPERANNUATION FUND PTY LTD	002 348 254	1
NINE SATELLITE FACILITIES PTY LTD	064 726 414	1
NINE TELEVISION (NETHERLANDS ANTILLES) PTY LIMITED	082 628 500	1
NINE TELEVISION PTY LTD	058 558 697	1
NTNA HOLDINGS PTY LIMITED	098 429 166	1
OASC (MELBOURNE) PTY LTD	076 826 358	1
PAY TV HOLDINGS PTY LTD	058 558 857	1
PAY TV OPTIONS PTY LTD	058 310 688	1
PBL (CI) FINANCE LIMITED	85064	18
PBL (MAURITIUS) LTD	15002/1982	9

PBL (WA) PTY LIMITED	095 976 275	1
PBL ASIA HOLDINGS LIMITED LLC	N/A	23A
PBL ASIA INVESTMENTS (NZ) LIMITED	1608222	5C
PBL ASIA INVESTMENTS LIMITED	143136	10
PBL CAPITAL (MALAYSIA) SDN BHD	396404X	10
PBL CAPITAL PTY LTD	093 433 982	1
PBL CAYMAN INVESTMENTS LIMITED	N/A	10
PBL CINEMA HOLDINGS PTY LIMITED	112 190 342	1
PBL CO-INVESTMENT NO 1 LTD LIABILITY COMPANY	N/A	23
PBL ENTERPRISES LTD	058 558 919	1
PBL FILM HOLDINGS PTY LIMITED	112 159 350	1
PBL FINANCIAL SERVICES BV	33285301	11
PBL GAMING (VANUATU) LTD	28132	21
PBL GAMING MANAGEMENT PTY LTD	077 305 947	1
PBL GAMING OPERATIONS (VANUATU) LTD	28054	21
PBL GAMING TECHNOLOGY PTY LTD	098 328 502	1
PBL INTERNATIONAL LEISURE LIMITED	122923B	8
PBL LUXEMBOURG SA	B 61.616	16
PBL MANAGEMENT PTY LTD	058 558 606	1
PBL MARKETING PTY LTD	009 252 251	1
PBL MH 2 INVESTOR PTY LTD	100 490 248	1
PBL MH INVESTMENTS NO 1 (CI) LTD	CR-117434	18
PBL MH INVESTMENTS NO 1 PTY LTD	100 422 615	1
PBL MH INVESTOR PTY LTD	100 422 786	1
PBL MH PTY LIMITED	111 214 003	1
PBL MH1 HOLDINGS NO 1 (CI) LTD	CR-117432	18
PBL MH2 HOLDINGS NO 1 (CI) LIMITED	CR-117431	18
PBL NZ TV HOLDINGS LIMITED	AK/1186255	5
PBL ONLINE PTY LTD	093 924 568	1
PBL PACIFIC TELEVISION PTY LIMITED	002 997 364	1
PBL PAY TV PTY LTD	084 940 367	1
PBL PROPERTY PTY LIMITED	000 149 833	1
PBL SECURITIES LTD	073 975 514	1
PBL SUREFIRE INVESTMENT PTY LTD	091 627 904	1
PENNWIN PTY LIMITED	086 229 012	1
PERSONAL TV PTY LTD	064 850 059	1
PETELEX PTY. LIMITED	096 683 626	1
PRENEW PTY LIMITED	091 493 551	1
PROPERTY PRESS AUCKLAND LIMITED	HN/199294	5A
PROPERTY PRESS SOUTHLAND LIMITED	HN/255110	5A
PROPERTY PRESS WELLINGTON LIMITED	HN/236357	5
PUBLISHING & BROADCASTING ONLINE ONE LIMITED	121798 B	8
PUBLISHING & BROADCASTING ONLINE TWO LIMITED	121795 B	8
PUBLISHING AND BROADCASTING (FINANCE) LTD	008 644 862	1
PUBLISHING AND BROADCASTING INTERNATIONAL HOLDINGS LIMITED	47584B	8
PUBLISHING AND BROADCASTING INTERNATIONAL LIMITED	44753 B	8
PUBLISHING AND BROADCASTING LIMITED	009 071 167	1
QUEENSLAND TELEVISION LIMITED	009 674 373	1
RECORDABLE TV PTY LTD	093 210 381	1
ROBBDOC PTY LIMITED	086 229 138	1
SALISBURY CINEMAS PTY LTD	080 270 640	1
SHARLAND PTY LIMITED	008 638 373	1
SHERTIP PTY LTD	063 980 987	1
SIXTEENBY9 FILM & TELEVISION PTY LIMITED	113 045 944	1
SKEAT PTY LIMITED	008 638 337	1
SOFTIX PTY LIMITED	061 232 139	1
SOUTHBANK INVESTMENTS PTY LTD	075 088 327	1
STAFLEX PTY. LIMITED	097 327 323	1
STATS ON SPORTS PTY LIMITED	064 345 286	1
SWANSEA INVESTMENTS LIMITED	854612	12B
SYDNEY SUPERDOME PTY LTD	110 613 431	1
TCN CHANNEL NINE PTY LTD	001 549 560	1
TCN INVESTMENTS PTY LTD	100 170 303	1
TELEVISION AND MAGAZINE HOLDINGS PTY LTD	100 170 312	1
TELEVISION HOLDINGS DARWIN PTY LIMITED	009 634 048	1
TERRITORY TELEVISION PTY LIMITED	009 594 987	1
TICKETEK INVESTMENTS LTD	111761B	8
TICKETEK LIMITED	704201	12

	TICKETEK NEW ZEALAND LTD	AK/670708	5B
	TICKETEK PTY LIMITED	010 129 110	1
	TICKETEK QUEENSLAND PTY LIMITED	010 582 751	1
	TICKETEK SERVICES LTD	AK/636645	5B
	TICKETEK VICTORIA PTY LIMITED	070 395 603	1
	TV YOUR WAY PTY LTD	066 039 316	1
	UCHINO PTY LTD	082 959 028	1
	WELLINGTON MOTORING GUIDE LIMITED	W/N437091	5
	WHITE WHALE PTY LTD	078 268 014	1
	WINDFYR PTY LIMITED	105 295 136	1
	ZACCHAEUS PTY LIMITED	074 172 455	1
	REGISTERED OFFICES		
1	Level 2, 54 Park Street, Sydney, NSW 2000		
2	Level 3, 54 Park Street, Sydney, NSW 2000		
3	C/- Corporation Services Company, 1013 Centre Road, Wilmington DELAWARE 19805 USA		
4	C/- Lim Associates (Pte) Limited, 10 Collyer Quay, #19-08, Ocean Building, SINGAPORE 049315		
5	ACP Media Ltd, ACP Media Centre, Cnr Fanshawe & Beaumont Sts., Westhaven, Auckland NZ 7129		
5A	Level 7, 393 Kyber Pass, Newmarket, Auckland		
5B	345 Queen Street, Auckland, New Zealand		
5C	c/-Maclean Law, Level 4, 41 Shortland Street, Auckland, New Zealand		
6	Unit 22/23 Moulton Business Centre, Redhouse Road, Moulton Park, Northamptonshire NN3 6AQ		
6A	53 Chandos Place, London WC2N 4HS		
7	11 Collyer Quay, #18-01 The Arcade, Singapore 049317		
8	One Montague Place, East Bay Street, City of Nassau, Island of New Providence, BAHAMAS (new 5.3.01)		
9	C/- Key Financial Services Ltd, 5 th Floor, Anglo Mauritius House, Intendance St, Port Louis, Republic of Mauritius (new 12/8/03)		
10	Signet & Co. Sdn Bhd, 10 th Floor – Tower Block, Kompleks Antarabangsa, Jalan Sultan Ismail, 50250 KL, MALAYSIA		
11	CITCO Nederland B.V., Telestone – Teleport, Naritaweg 165, 1043 BW Amsterdam The Netherlands (24.7.02)		
12	11/F Tower 2, The Gateway, 25-27 Canton Road, Kowloon, HONG KONG		
12A	29/F, New World Tower, 18 Queen's Road Central, Hong Kong		
12B	28/F, Bank of East Asia Harbour View Centre, 56 Gloucester Road, Wanchai, HK		
13	International Trust Building, Wickhams Cay, Road Town, Tortola, BRITISH VIRGIN ISLANDS		
13A	C/o Offshore Incorporation Ltd, PO Box 957, Offshore Incorporations Centre, Road Town, Tortola, British Virgin Islands		
14	C/- Ernst & Young, Level 8, Pacific Place, Musgrave Street, Port Moresby, PAPUA NEW GUINEA		
16	25A Boulevard, Royal, L-2449 Luxembourg, (from 1 October 2000)		
17	Suite 1500, 6255 Sunset Boulevard, Los Angeles CA 900 28, USA		
18	C/- Walkers SPV Limited, PO Box 908GT, Walker House, Mary Street, George Town, Grand Cayman, Cayman Islands, BWI.		
19	Level 1, 415 Bourke Street, Melbourne Vic 3000		
20	Quinn & Quinn Solicitors, 19 Carpenter Street, Brighton Vic 3186		
21	PO Box 782, Port Vila, Vanuatu		
22	No.21/99, Thai Wah Tower 2, 12 th Floor, South Sathorn Road, Kwaeng Thungmahamake, Khet Sathorn, Bangkok 10120		
22A	26/1 26/3 Orakarn Building, G Floor, Chidlom Road, Khwaeng Lumpini, Khet Pathumwan, Bangkok Metropolis, Thailand		
23	Corporation Services System Inc, 2711 Centerville Road, Suite 400, Wilmington, County of New Castle, Delaware 19808		
23A	c/- The Corporation Service Company, 2711 Centerville Road, Suite 400, Wilmington, New Castle County, Delaware 19808, USA		
24	Burswood International Resort Casino, Great Eastern Highway, Burswood WA 6100		
	Debentures and Securities Holdings Ltd, Magazine Holdings Ltd and ACPPS Pty Ltd (all denoted by "F") are incorporated as foreign companies in Australia. Original country of incorporation is the Cayman Islands.		
	ACPPS Holdings Pty Ltd (denoted by "F") is an Australian company. It is also incorporated as a foreign company in the Cayman Islands.		

ANNEXURE B

This is Annexure B of 1 page to Form 603 (Notice of Initial Substantial holder).



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Stephen John Wright

Date: 19/04/05

DETAILS OF RELEVANT INTERESTS

- Windfyr is the registered holder of 69,968,490 ordinary shares in SEEK, and accordingly has a relevant interest in those shares under section 608(1)(a) of the Corporations Act.
- Windfyr is a direct, wholly owned subsidiary of PBL. Accordingly, PBL has a relevant interest in 69,968,490 ordinary shares in SEEK under section 608(3)(a) of the Corporations Act.

ANNEXURE C

This is Annexure C of 1 page to Form 603 (Notice of Initial Substantial holder).



Stephen John Wright

Date: 19/04/05

CONSIDERATION

Holder of relevant interest	Date of acquisition	Consideration (9)		Class and number of securities
		Cash (\$)	Non-cash	
PBL and each of the persons referred to in Annexure A	Acquired prior to SEEK's admission to the Australian Stock Exchange on 18.04.05	30,590,568	N/A	65,853,390 Ordinary shares ¹
	Acquired on 19.04.05 ²	8,641,710	N/A	4,115,100 Ordinary shares

¹ This number is calculated following the sub-division of shares by SEEK in March 2005 disclosed in SEEK's Prospectus issued in April 2005.

² Windfyr was allotted these shares at \$2.10 each as part of SEEK's Offer to enable Windfyr to restore its holding in SEEK to 25% post SEEK's Offer. (Please refer to page 25 of SEEK's Prospectus issued in April 2005.)