



Seven secures Royal Ascot

The Seven Network today confirmed the signing of a partnership that will see an all-encompassing coverage of Royal Ascot across Seven's broadcast television and online, mobile, social and digital platforms.

The coverage of Royal Ascot builds on Seven's leadership in sports television.

Seven's agreement delivers free broadcast television and expands beyond television to Seven's digital platforms, including online and mobile, and Hybrid Broadband Broadcast Television.

Under the new agreement, Seven will broadcast the last three days of Royal Ascot in June.

Commenting, Seven's Head of Sport, Saul Shtein said: "We are delighted to be a part of Royal Ascot. The Royal Meeting is an incredible three days and we are looking forward to working with Channel 4 in London to bring to all Australians one of the world's great events in sports. The Royal Meeting is a wonderful mix of great horse racing and extraordinary excitement and colour. We're pleased that Royal Ascot now joins our portfolio of many of the best horse racing events in the world."

Juliet Slot, Commercial Director at Ascot Racecourse, said: "We are thrilled that Channel 7, with its huge commitment to racing in Australia, is taking such a significant part of Royal Ascot live in June. It is important to us to make sure that as many people as possible can watch Royal Ascot both for the unrivalled colour and pageantry, and for the racing, of course. Royal Ascot is the UK's most international race meeting and has a recent history of attracting many runners from Australia, including the great Black Caviar. We are very excited that names like Brazen Beau and Shamal Wind have been linked with this year's Carnival."

Few sporting venues can match the rich heritage and history of Ascot Racecourse. Over the past 300 years, Ascot has established itself as a national institution; with Royal Ascot becoming the centrepiece of the British social calendar and the ultimate stage for the best racehorses in the world. It was Queen Anne in 1711 that first saw the potential for a racecourse at Ascot (in those days called East Cote). Whilst out riding near Windsor Castle she came upon an area of open heath that looked, in her words, "ideal for horses to gallop at full stretch".

Royal Ascot is Britain's most valuable race meeting, attracting many of the world's finest racehorses to compete for more than £5.5 million in prize money. Its eighteen Group races, eight of them in Group One, have made legends of the finest thoroughbreds. Black Caviar, Frankel, Yeats – all are Royal Ascot winners turned household names. In 2013, The Queen watched her horse, Estimate, triumph in the Gold Cup. A dedicated racehorse owner, she has attended every Royal Meeting during her reign and the Royal Procession is always an iconic moment to herald the start of every raceday.

Seven Delivers Leadership in Sports

Today's agreement further confirms Seven's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its three digital broadcast television channels and accelerate coverage across online, IPTV, HbbTV, mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sports builds on the network's unprecedented new agreement with the International Olympic Committee encompassing the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven is focused on delivering the biggest sports events to all Australians.

The agreement for coverage of Royal Ascot joins Seven's agreements for the Olympic Games, Paralympic Games and Commonwealth Games on the Gold Coast, and builds on the company's long-term commitment to the National Football League, including the Super Bowl, The US Masters and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, and the local Australian Rules Football competitions the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the New South Wales Shute Shield in Rugby, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.