



Seven Network signs as Broadcast Partner for Baku 2015 European Games

9 April 2015: Baku, Azerbaijan --- Baku 2015 European Games has signed an agreement with the Seven Network, Australia's most-watched broadcast television platform and the network of the Olympic Games, to broadcast the inaugural European Games in June.

The Seven Network has committed to broadcast daily coverage of the European Games to the 8.4 million households in the country.

The deal with Seven Network extends the reach of the European Games to all corners of the globe with deals already signed in the United States, Canada, China, India and the Arab World as well as a host of European broadcasters.

Mr Simon Clegg, Chief Operating Officer of Baku 2015, said: "The Seven Network is an established and respected Olympic broadcaster and their commitment to the European Games underlines that this is the most important addition to the international sporting calendar for decades."

With this agreement, the Baku 2015 European Games has now announced deals to broadcast the Games in 57 countries.

Saul Shtein, Seven's Head of Sport, added: "As a network we are determined to bring the biggest events in sports to our audiences in Australia. We see the European Games as a natural fit with our long-term commitment to the Olympic Games and our recent agreement to also broadcast the Paralympic Games. We are honoured to be the network of the first European Games. We are proud of our long partnership with the IOC and the Olympic movement, and we look forward to our partnership with Baku 2015."

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NOTES TO EDITORS

Baku 2015 is the first ever European Games, an exciting and innovative multi-sport event for the continent which will take place from 12 – 28 June 2015. There will be a total of 20 sports at Baku 2015: 16 Olympic sports and four non-Olympic sports. More than 6,000 athletes from across Europe will be representing their nations over 17 days of competition. Twelve of the sports will offer qualification opportunities for the Rio 2016 Olympic Games. Those sports include Archery, Athletics, Boxing, Cycling, Judo, Shooting, Swimming, Table Tennis, Taekwondo, Triathlon, Volleyball and Wrestling. Baku was awarded the Games by the European Olympic Committees (EOC) in December 2012. The Baku European Games Operations Committee (BEGOC) will organise and run the Games in cooperation with the EOC.

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. Seven will also broadcast the 2016 Winter Youth Olympic Games in Lillehammer and the 2018 Summer Youth Olympic Games in Buenos Aires. 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 also the network of the Paralympic Games in Rio in 2016 and the Commonwealth Games in 2018.

The agreement for coverage of Baku 2015 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, Royal Ascot 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 Tottenham Hotspur – Sydney FC football match in Sydney, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including the Australian Open and the Australian Masters, the Stawell Gift, the Cadel Evans Great Ocean Road Race, 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.

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