

Friday 22 May 2015

- **Seven unveils major new commitment to expanding the delivery of major live and free sports**
- **40 Days of live and free major international sports on your mobile and other devices**
- **Seven continues development and evolution as it extends the power of broadcast television on the web and on every screen**

Building on the success of its ground-breaking live, free and exclusive coverage of The Australian Open across broadcast television, mobile, hybrid and online, the Seven Network today unveiled the next stage in the development of its long-term strategy to deliver its market-leading content to all Australians across any connected device. Seven dominated sports coverage across January with its coverage of The Australian Open delivering extraordinary consumer engagement across all delivery platforms and driving growth in television audiences for the Open.

From next month, and building on the success of this multiple-platform delivery of sports content, Seven will launch dedicated new apps – available free in the IOS App store and Android Play store – along with complementary and responsive websites available on desktop and mobile web for the live-streaming of many of Seven’s biggest sports franchises

Slated for “40 Days of live and free sport on your mobile” anywhere, anytime is the network’s coverage of Royal Ascot, Wimbledon, the Davis Cup in Darwin, The FINA World Swimming Championships, and the major golf tournaments: The Australian Masters, The Australian Open and The Australian PGA Championships.

Seven will launch 7racing.com.au, 7tennis.com.au, 7swimming.com.au and 7golf.com.au complementing Seven’s major online sports presence with 7sport.com.au.

Seven is building its digital television platform beyond broadcast television with a significant streaming presence and is well-advanced in the further delivery of its video and digital content across an array of delivery platforms, including HbbTV (Hybrid TV) to further strengthen its broadcast television business and extend to one-on-one connected communications with mass audiences.

Clive Dickens, Seven’s Chief Digital Officer, said: “This is an exciting development for our business, our Australian audiences and our marketing partners. Seven West Media has some of the most successful consumer brands and franchises and these new live and free

Sports products underline our focus on the delivery of our market-leading content anywhere, anytime to the biggest audiences

Mr Dickens said: “Mobile is no longer the second screen, increasingly for some it’s “the screen”. The Australian Open was a bold step for our business. It reinforced our commitment to our new mobile venture – 40 days of free and live sport on your mobile. We will bring the live and free sports action to you, you will never miss a moment, and it is television in your pocket. It is where we are heading as a content company as mobile extends the reach of television outside the home or primary device and it’s happening now.”

During The Australian Open, Australian audiences were able not only choose between matches on Seven and 7TWO, they also had the option of watching one of sixteen matches during the day and three at night through Hybrid TV on smart TVs, mobile, tablet and IOT* devices. Over 1.2 million Australians chose to stream the Australian Open Series on digital platforms, with one third of our AO audience accessing our tennis content on digital platforms every day. There were over 4.4 million streams, 80% of which were live streaming, and over 23 million page views during the Australian Open Series, with a social reach of over 2 million Australians.

Kurt Burnette, Seven’s Chief Revenue Officer, said: “Television is evolving rapidly and Seven is acknowledged as leading the market in innovation in the delivery of our content to our audiences and driving greater engagement across all of our platforms. The 40 Days of Sport project builds on our reputation for delivery our content to our audiences and broadening opportunities for our marketing partners.”

Saul Shtein, Seven’s Head of Sport, said: “We are building the platforms to drive our future. Our major sports franchises deliver to our business an extraordinary opportunity to drive home our leadership as we broadcast many of the world’s best sports across our broadcast television and digital platforms, and increasingly deliver content on mobile.”

*The Internet of Things

About Seven

Seven is Australia’s most-watched broadcast television platform. Seven – with three broadcast channels, Seven, 7TWO and 7mate - continues to lead in primetime, building on its market-leading performance over the past eight years. The network also dominates across breakfast and morning television.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.

Seven delivers leadership in sports

Seven is focused on delivering the biggest sports events to all Australians. Seven's long-term partnerships confirms the company'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 (Hybrid TV), 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 on the Gold Coast in 2018.

In June, Seven will broadcast the first European Games in Baku, Azerbaijan.

Seven's agreements for the Olympic Games, Paralympic Games, European Games and Commonwealth Games on the Gold Coast, and the World Swimming Championships 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 Tottenham and Chelsea football matches in Sydney, 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 Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in Rugby, all major iron man and triathlon events, the Gold Coast Marathon and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.