



Friday October 26, 2018

Seven Network to break Olympic Total Audience records at Tokyo 2020

The Seven Network, Australia's most-watched network, today confirmed that it will make history with its all-encompassing all rights cross platform coverage of the Tokyo 2020 Olympics.

At Seven's 2019 Allfronts in Sydney today Chief Digital Officer Clive Dickens announced that Seven will Broadcast and stream over 3500 live hours of Olympics Sports coverage from Japan, across a record breaking 52 live event streams all in 1080p HDR and numerous Ultra High Definition live streamed channels.

Furthermore, Seven announced that, during the Games, it will be the first Australian media company to host an 8K Ultra High Definition live sport site screening.

Mr Dickens said: "Tokyo 2020 will be the most watched Olympics ever, even more than The Sydney 2000 Games. Once again our Aussies will be going for Gold, and Seven will be supporting them every step of the way across multiple broadcast channels and via our 7plus Olympic Hub, Australia's number one commercial FTA BVOD platform.

"We are committed to showing even more live event coverage, in higher than HD quality, across more Connected TV screens than any sporting event in Australian history. And we're proud to announce the debut of a 8K Live Site in Australia as part of a very special event to celebrate the Greatest Show On Earth."

Seven West Media Chief Revenue Officer Kurt Burnette said: "The Olympic Games deliver the biggest audiences and the biggest marketing and advertising partnerships. Tokyo 2020 is going to eclipse anything we've seen before, and thanks to our market-leading addressable TV capabilities we will deliver one-to-one connections at real scale in an unprecedented way."

Seven's coverage of the 2016 Rio Olympics and 2018 PyeongChang Winter Olympics broke records, with the latter ensuring Seven rated number one in every market and every key demographic throughout the 17 days of the competition. In total Seven's coverage reached 16 million viewers, with 104 million total minutes live streamed and 4.5 million cumulative reach on 7Olympics Social.

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For more details:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, Tennis Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.