



Friday October 26, 2018

Seven Network secures rights to Australia's Greatest Cycling Race, the Santos Tour Down Under

Australia's leading integrated media company, Seven West Media, (ASX: SWM) announced today at its 2019 Allfronts that it has signed a multi-year agreement with the South Australian Tourism Commission to broadcast and stream Australia's Greatest Cycling Race, the Santos Tour Down Under (TDU).

SWM Chief Executive Tim Worner said: *"We are thrilled to have secured the rights to Australia's premier cycling event, the Santos Tour Down Under, which we will screen and stream across the screens of 7."*

"The TDU will be a valuable addition to our unrivalled stable of world class sporting events, that have helped deliver our 12th consecutive year as Australia's most-watched network."

"We're looking forward to giving the TDU the 7 treatment and delivering the best and most exciting coverage of the TDU ever seen and, as with all our sport, it will be free for all Australians."

Minister for Trade, Tourism and Investment, David Ridgway, said the SA Government was delighted the Santos Tour Down Under was being welcomed into Seven's sporting portfolio.

"This domestic TV partnership will see the TDU become integrated as part of the Seven sporting line-up and we look forward to collaborating with them across their national platforms."

"This will further enhance and tell South Australia's exceptional story by showcasing our sweeping coastlines, picturesque vineyards and experiences to audiences through the program coverage of the race."

Executive Director, Events South Australia, Hitaf Rasheed said that the Santos Tour Down Under was delighted to be entering into a new partnership with the Seven West Media.

"Seven's sporting calendar and coverage is second to none, so we are thrilled that the TDU will sit alongside the Cricket, AFL, Racing and Olympics in the Seven family."

The 2019 Santos Tour Down Under commences on January 10, 2019 with the Santos Women's Tour Down Under, running until January 13, followed by the men's race from January 15 to 20.

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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.

About the Santos Tour Down Under (TDU)

From humble beginnings in 1999, the TDU has grown to be one of Australia's premier sporting events, taking the fastest men and women in the world through some of the most iconic regions of SA. It is more than just a bike race, it is a festival of cycling, with a range of associated events and participation rides that create a massive party atmosphere. www.tourdownunder.com.au
#tourdownunder