



HOME OF THE OLYMPICS & PARALYMPICS

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## Seven announces plans for Tokyo 2020

Seven West Media is the proud home of the Olympics and Paralympics.

With exactly one year to go until the flame is lit to mark the opening of the Tokyo 2020 Olympics, Seven West Media today announced that it will deliver the most comprehensive coverage of a sporting event Australia has ever seen.

When Tokyo 2020 starts “24/7” - that is, from July 24<sup>th</sup> 2020 - Seven’s coverage will be led by Channel 7 and 7TWO, with an additional six channels of curated coverage available for registered users of 7plus.

With time zones only differing by one hour (AEST), Seven’s broadcast of Tokyo 2020 will feel like a home Games for Australian viewers. As a result, Tokyo 2020 will be the most watched Olympic and Paralympic Games in history.

Up to 40 live streams of every sport will also be available on 7plus, and with more sports, more events and more gold medals than any previous Games, Tokyo 2020 will be the biggest digital event in Australia’s history.

In total Seven will reach more than 20 million Australians through its broadcasts and five million online – more than any other Games including Rio 2016 and Sydney 2000.

The lead up to the Games has already begun across Seven West Media, with the Olympic Channel on 7plus launching today. Running 365 days a year, it showcases the best Olympic moments and sporting events from around the world. Fans can watch video highlights, replays, athlete features and more from the Summer and Winter Olympic Games.

Today’s countdown coincides with amazing array of Aussie stars currently hitting stellar heights. Around 450 Australian athletes will be heading to Tokyo, including our highest paid athlete of all time, Ben Simmons, and his NBA peers including Patty Mills.

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Surfing legends Sally Fitzgibbons & Stephanie Gilmore, the world's best footballer Sam Kerr, defending 400 metre swimming Gold medallist Mack Horton, the Campbell sisters, Ariarne Titmus - the teen who dethroned the previously unbeatable American Katie Ledecky and on it goes. Sally Pearson, Ellie Cole, Curtis McGrath, Dylan Alcott, Hannah Green and Ash Barty will all be jostling for top billing.

SWM Chief Revenue Officer and Director of Olympics, Kurt Burnette, said *“Put simply this will be the most watched Olympics and the biggest digital event in Australian history.*

*“Our coverage of the Olympics and Paralympics will be unprecedented, and with time zones differing by only one hour Tokyo 2020 will feel like a home Games for Australian viewers.*

*“We will deploy the most-advanced ad tech and measurement metrics ever used for a sporting event, enabling brands to have real-time engagement and connection with their target audiences, wherever and whenever they are watching, on any device.*

*“On top of the broadcast and streaming coverage, Tokyo 2020 will be integrated across all Seven West Media platforms, including 7NEWS.com.au, Pacific Magazines and The West Australian, providing a complete cross-platform Olympics experience for Australians.*

*“This all adds up to the most powerful marketing and media platform Australia will experience in this decade or the next.”*

End.

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, 7food network, Pacific Magazines, The West Australian and The Sunday Times, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic and Paralympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.

