



Monday, 24 August 2020

SWM Launch 7REDiQ, Powered by TEGA

Seven West Media (ASX: SWM) today announced an analytics and data science partnership with TEG Analytics (TEGA), part of the TEG group, to support Seven's new Customer Data Platform, 7REDiQ.

The partnership creates the largest entertainment and lifestyle data set in Australia, enabling SWM to deliver new and enhanced audience insights, predictive modelling and machine learning capabilities to improve the outcomes for brands across SWM's digital and connected TV platforms.

7REDiQ and TEGA will enhance the understanding of over 4.6 million SWM consumers, 3.8 million being verified 7plus users with data from Ticketek, Australia's leading lifestyle affinity dataset. 7REDiQ will capture a user's content consumption delivering better addressability for brands when activating campaigns across SWM's digital assets, including 7plus and 7NEWS.com.au.

TEGA's dataset, which is powered by over 16 million active ticket buyers from across Australia, will be matched against SWM's own 1st Party Audience Data, considerably enhancing and delivering an intimate deterministic understanding Seven holds on its digital audiences.

7REDiQ unlocks people-based information and profiles audiences against their life stage, household composition, post code, ethnicity, affluency and disposable income. Following a recent partnership announcement between TEGA and flybuys, one of Australia's largest customer loyalty programs of 8.6 million consumers, SWM will also be able to profile a consumer's affinity across food, beverage and CPG categories.

Commenting on the impact the partnership will have on SWM's understanding of its audiences, SWM Chief Marketing Officer Charlotte Valente said: *"Our partnership with TEGA is a perfect example of how we are transforming into an audience-centric organization committed to cultivating audiences. 7REDiQ will continually elevate our understanding of our audiences, driving insight and influencing strategy. This partnership enables us to deliver greater audience intelligence to our partners when it comes to tentpole sponsorship, partnership and campaign opportunities"*.

Digital Sales Director Nicole Bence said: *"For the first time, we will be able to offer brands a comprehensive profile of our audiences, with the ability to find and observe their customer within our eco-system. More importantly, it will be accessible via 7REDiQ, an easy to use platform that moves us closer to a truly audience-led business offering brands the ability to 'Plan, Buy and Measure' our high value audiences. An end-to-end solution from insights to activation."*

Andrew Reid, General Manager at TEGA, said: *"Our partnership with Seven, which combines data with data services and analytics, complements the increased sophistication of audience buying, brand measurement and attribution. By supporting the 7REDiQ platform, Seven has an in-house capability to flex with client needs."*

SWM has already begun the process of integrating TEGA's comprehensive dataset, with it being made available to partners when 7REDiQ launches in the coming weeks.

Ends.

For more details:
Seven West Media
Jack McLintock
Corporate and Government Affairs Manager
T: 0450 608 022
E: jmclintock@seven.com.au

TEG
Dominic White
Head of Communications and Corporate Affairs
T: 0439 269 615
E: dominic.white@teg.com.au

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.

About TEG Analytics

TEG Analytics is owned by TEG, a leading global live entertainment, ticketing and technology business which sits at the heart of the live event experience for millions of fans. Headquartered in Australia, TEG operates worldwide out of seven country offices and includes TEG Live, TEG Dainty, TEG MJR, TEG Van Egmond, Qudos Bank Arena, Ticketek, Ticketek Marketplace, Eventopia, Softix, TicketCharge, TicketWorld, Ticketek Singapore, TEG Analytics, TEG Insights and TEG Digital.

Life is Better Live. Whether it's Sport, Concerts, Musicals, Theatre or Exhibitions, nothing beats the live experience! For more information – teg.com.au