



Media Release

Tuesday, 12 October 2021

7plus gets personal

The #1 commercial BVOD platform unveils a massive 2022

The Seven Network has today revealed the market-leading innovations and exclusive content coming to [7plus](#) across the rest of 2021 and into 2022.

Joining the home of some of Australia's biggest television shows including **The Voice**, **Big Brother**, **SAS Australia** and **Farmer Wants A Wife** are exclusive international versions of Seven's mega-sized tentpoles: **Big Brother Canada**, **The Voice US**, **SAS UK: Who Dares Wins** and **Celebrity SAS UK: Who Dares Wins**.

Australia's #1 commercial free-to-air BVOD platform will again deliver the world's biggest sporting events, with the **Olympic Winter Games Beijing** and the **XXII Commonwealth Games** available live and free in 2022.

Joining the line-up is iconic medical drama **ER**, as well as **Super Fun Night**, **Lost Girl**, **Damages**, **Party of Five**, **Rescue Me** and **The Guardian** before **Cashmere Mafia**, **Unforgettable**, **Rookie Blue**, **Bitten**, **Hell On Wheels**, **Ice** and **X Company**.

To help users save time browsing and spend more time enjoying the extensive library of content on 7plus, new virtual channels will arrive on the platform in 2022, letting viewers better connect with their next favourite show. Seven is the first broadcaster in the Asia-Pacific region to adopt this new technology, which enables 7plus to dynamically mine Seven's cloud-based program catalogue to generate virtual, live-streaming pop-up channels.

Next year will also bring an improved, unified experience across all viewing platforms, ensuring 7plus remains the best-in-class offering for viewers. This includes additional improvements to video quality, audio quality, live pause, start over and recap/credit skip, as well as a more personalised experience powered by tailored, dynamic layouts and content selections.

With the BVOD market showing strong growth again this year, 7plus has taken the lead among commercial free-to-air BVOD services thanks to the success of the **Olympic Games Tokyo 2020**, **SAS Australia**, **The Voice**, **Farmer Wants A Wife**, **Big Brother**, **Home and Away** and a deep library of classic content.



Media Release

So far in 2021, 7plus leads with a 47% commercial free-to-air BVOD share, ahead of 9Now on 39.5% and 10play on 13.5%.

This year has also seen remarkable growth in the number of registered 7plus users, which have surged from 5.1 million in January to almost 10 million today.

More than 70% of the content on 7plus is exclusive to the service and about half of the time people spend with 7plus is devoted to watching content that has not run on the Seven broadcast channels.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: “7plus has had a phenomenal 2021, clearly establishing itself as best-in-class in the BVOD world after the stellar success of the **Olympic Games Tokyo 2020**. We’re determined to keep that momentum going, with another quantum leap in user experience, plus a great array of new and exclusive content.

“Expect premium design within a completely personalised content and viewing experience. 7plus will no longer deliver one interface for all users, but a uniquely tailored experience for the individual, delivering the right content to the right viewer at the right time, based on profile, viewing history, time of day and other key data points.

“This is all built to drive deeper engagement, continue our growth in daily, returning users, and take our vast library of premium content to the next level. We’re thrilled to continue pushing the boundaries and leading the market in BVOD capability.”

Seven West Media Network Digital Sales Director, Nicole Bence, said: “In 2022, we are laser-focused on providing the best experience for our audiences and advertisers, delivering their favourite programs in the most discoverable and impactful way.

“That, combined with our audience intelligence platform 7REDiQ, provides a powerful opportunity to bring brands closer to their audience than ever before.”

For further information, please contact:

Rob Sharpe
Head of Corporate Communications
M: 0437 928 884
E: rsharpe@seven.com.au



Media Release

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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, Big Brother VIP, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.