

KESHET CONFIRMS COMMISSION OF MY KITCHEN RULES ISRAEL

11 September 2017 -- Seven Studios – the rapidly expanding international production and distribution company and a key part of Seven West Media, one of Australia’s leading integrated media and content creation companies - today announced its next move in its long-term strategy in the development and creation of market-leading content in international markets.

Building on the increasing international recognition of Seven’s created and produced My Kitchen Rules, the company today confirmed that My Kitchen Rules has been commissioned in Israel. My Kitchen Rules will be produced by July August Productions for Keshet.

Now in production on Season 9 and scheduled to broadcast on Seven in 2018, My Kitchen Rules has also been produced locally in Canada, Lithuania, Serbia, UK, New Zealand, USA, Belgium, Denmark, Norway, and most recently in South Africa. Distributed by Endemol Shine, My Kitchen Rules Australia has been sold across more than 160 countries worldwide.

Developed and produced by Seven Studios for the Seven Network in Australia, My Kitchen Rules has dominated the television landscape in Australia. This year’s My Kitchen Rules Winner Announcement delivered a combined audience of 2.30 million, dominating all audiences with a 45% share in total viewers, a 53% share in 16-39s, a 48% share in 18-49s and a 47% share in 25-54s.

In Australia, My Kitchen Rules dominates across all platforms across 2017 – with an average television audience of 1.88 million, and in addition, 7.2 million streams on Seven’s PLUS7 digital platform, 10.1 million page views on the My Kitchen Rules Yahoo7 site, 703,266 page likes on Facebook, 97,700 followers on Instagram and 44,900 followers on Twitter.

Ilanit Siman Tov-Hirsch, Head of Programs and Acquisition Keshet, said: “We are excited to have My Kitchen Rules on Keshet. We see My Kitchen Rules as a key format towards the launching of channel Keshet 12 in Israel this coming November and have no doubt July August is the perfect partner for the job.”

Commenting, Richard Henson, Head of Content Sales for Seven Studios, said: “We are delighted the My Kitchen Rules format continues to resonate in global markets. Our distribution partnership with Endemol Shine is one to be proud of and we look forward to working with Keshet + July August Productions on this local version for the Israel territory.”

My Kitchen Rules is the ultimate home cooking showdown. Teams of two take turns to transform their homes into an instant restaurant for one pressure cooker night. To avoid elimination teams must plate up a three-course menu designed to impress the judges and their fellow contestants. After a series of additional challenges, the top two teams battle it out in the Grand Final where they present their ultimate dining menu to a full restaurant.

Leadership in Content

Driving Seven's development is its acknowledged strengths in content creation. Seven is recognised as a leader in the development and production of Australian television. We are driving our own future with the programmes and content we create and leverage, and we are making deliberate and considered moves into new opportunities not only for our own primary market in Australia but increasingly in international markets.

This year, Seven Studios will commission, create and produce nearly 800 hours of television as an acknowledged leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including *My Kitchen Rules*, *Border Security*, *House Rules*, *Home and Away*, and *A Place to Call Home*.

Seven's scripted series *A Place To Call Home* soon commences its new season on Foxtel and our partnership with Foxtel is an important cornerstone in the continuing rapid development of our production business and builds on the international success of our programmes. *Home and Away* is now seen in more than 70 international markets including Channel 5 in the UK. *My Kitchen Rules* is now in production in a number of international territories.

Another key franchise, *Boy to Man*, has secured significant international broadcast distribution in the United States and across Asia, France, Germany, Sweden, Finland, Iceland and Canada.

We have expanded our presence in international content production with the formation of three production companies: 7 Wonder and 7 Beyond and 7 Productions New Zealand. These businesses underline a key part of our strategy for today and in the future: the expansion of our presence in the production of content.

Seven also has a major shareholding in UK-based scripted specialists, Slim Film + Television, the company behind critically acclaimed drama *Legacy* (BBC) and award-winning comedy *The Art of Foley* and founded by multi-award winning producer Simon Crawford Collins (*Spooks*, *Ashes to Ashes*, *Hustle*). Grace: A Storytelling Company, Thunderbird Beyond Screen Production and Seven Network Australia have also joined forces to produce *Beat Bugs*. Seen in international markets on Netflix, *Beat Bugs* is a world first, created by Josh Wakely, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production.

These developments in major international markets confirm our success in production and underline most importantly how our people are driving a growth business for Seven Studios. This business is expanding dramatically. A key focus for us is taking our ideas and our content further into international markets with Seven Studios, 7 Wonder and 7 Beyond, Slim Film + Television and the formation of Seven Productions New Zealand.

About Keshet

Keshet is the leading Israeli media company specializing in reaching coveted audiences through existing and emerging media platforms with top rated programs and innovative, ground-breaking content. At the forefront of the global media company's portfolio is free TV with Keshet Broadcasting, Israel's most successful television broadcast operator and a franchisee of Channel 2, Israel's major commercial channel. Keshet Broadcasting has consistently dominated ratings and market share, with daily TV reaching 70% of households and an average prime time share of 38.4%. Programs from Keshet are provided by in-house productions as well as independent producers and span across all genres, including comedy, reality, drama, news and current affairs.

Over the years Keshet has expanded its media and entertainment businesses to include cable, a satellite channel (Music 24) and a flourishing New Media division, with such entities as: Mako, one of the largest leading web portals in Israel with over a million unique entries a day and approx. 180 million page views per month; and a variety of e-commerce and lifestyle web sites.

About July August Productions

July August productions is a leading production house in Israel, known for high-quality entertainment formats and drama series. Among the company's successes are the award-winning drama series "The A Word" and the game show "Still Standing" with 5,000 commissioned episodes globally.