



Seven Productions secures US commission

Seven Productions, the production arm of Australia's Seven Network, today announced a major commission in the US market with the greenlight of 12 x 1 hours for The Travel Channel. The series is entitled "Boy to Man".

In "Boy to Man", adventurer and filmmaker Tim Noonan embarks on a solo journey of self-discovery to worlds beyond his imagination to try and unlock the mysteries of what it means to be the ultimate man. With just his gear and cameras, Noonan first has to earn the tribe's trust. Over the next few weeks, he is put through rituals, initiations and grueling tests to man-up and prove himself worthy of their respect. Throughout the series, Noonan travels the world, stopping in places such as Siberia to join the reindeer people, the Nenets, goes native learning how to climb coconut trees in Guinea Bissau and trains a golden eagle with Kazakh men in Mongolia.

Commenting, Therese Hegarty, Head of Production and Rights for Seven said: "We are delighted for Tim and the production team in the commissioning of this great series. This agreement with Travel Channel for Boy to Man continues to build on our strengths in the development and creation of original content for international markets.

"The commissioning of this series also underlines the opportunities for our 7Beyond joint venture in the United States market. The 7Beyond team developed and marketed the project in the US. Beyond Distribution will handle international sales of the series."

About Seven Network

Seven is Australia's most-watched broadcast television platform. Seven – with three broadcast channels, Seven, 7TWO and 7mate - continues to lead in primetime, building on its market-leading performance over the past eight years. The network also dominates across breakfast and morning television. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences.

The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.