



## **Major breakthrough for Seven with US commission for My Kitchen Rules**

### **FOX Broadcasting Company signs Seven to create My Kitchen Rules for the United States television market**

The Seven Network – Australia’s most-watched broadcast television platform and a key business 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 FOX Broadcasting Company (FOX), one of the “big four” television networks in the United States has signed Seven to create and produce My Kitchen Rules for the United States. The programme – a celebrity version of the successful format - has commenced filming.

Today’s signing with FOX for the United States builds on Seven’s agreement to create and produce My Kitchen Rules for Channel 4 in the United Kingdom and joins New Zealand, Serbia, Russia, Denmark, Belgium, Canada, Norway, Germany and Lithuania with “local” versions of the Seven format. In addition, the Australian version of My Kitchen Rules is seen in more than 160 territories around the world.

Commenting, the Chief Executive Officer and Managing Director of Seven West Media, Tim Worner, said: “We are very excited to be working with FOX on this one. My Kitchen Rules is truly a labour of love for all of us at Seven. It has played and continues to play such an important role across all parts of our business. We are making significant progress in building our presence in international markets with our two joint venture businesses – 7 Wonder and 7 Beyond – securing significant commissions in the United Kingdom and the United States.

“My Kitchen Rules into the United States confirms the increasing international demand for our ideas, and our owned and created content and concepts.

“FOX’s enthusiasm for My Kitchen Rules underlines a major opportunity for our business to build and develop beyond the Australian market. Our company is about delivering premium audiences, and focusing on creating and developing new ideas and concepts that will drive our media businesses’ future in Australia and provide significant opportunities for the growth of our business beyond Australia. We are about creating and delivering our content to our audiences anywhere, anytime on any device,” Mr Worner said.

My Kitchen Rules – created, developed and produced by Seven Productions – dominates the Australian television landscape as the most-watched programme on television over the past five years.

My Kitchen Rules will be produced for FOX by 7 Beyond, Seven’s joint venture with Beyond International in the United States.

Commenting, Brad Lyons, Seven’s Network Director of Production, said: “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: 7 Wonder in the United Kingdom and 7 Beyond in the United States. The success of these two new businesses in garnering key commissions over the past twelve months underline a key part of our strategy for today and in the future: the expansion of our leadership in the production of content.”

Creator and Original Format: Seven Productions

Production Company in US: 7 Beyond, a joint venture of Seven Network and Beyond International

Production and Certain Development Services in United States: 7 Beyond and Beyond Productions, Inc.

### **About My Kitchen Rules**

- Now in its seventh season, My Kitchen Rules currently stands as 2016’s most watched programme in total viewers and key demographics. This year, the original cooking competition format developed by Seven, averaged 2.33 million viewers.
- This year’s My Kitchen Rules – Winner delivers a metropolitan and combined audience of 2.757 million. My Kitchen Rules – Winner dominates all audiences with a 63% share in total viewers, a 72% share in 16-39s, a 68% share in 18-49s and a 67% share in 25-54s.
- This year’s My Kitchen Rules – Grand Final delivers a metropolitan and combined audience of 2.576 million. My Kitchen Rules – Grand Final dominates all audiences with a 52% share in total viewers, a 65% share in 16-39s, a 61% share in 18-49s and a 59% share in 25-54s.

- Across the entire 2016 series, 13.8 million Australians watched all or part of My Kitchen Rules (9.2 million Australians in the major metropolitan markets). My Kitchen Rules is Australia's most-watched regular series for total viewers, 16-39s, 18-49s and 25-54s in 2016.
- For this current season's final, My Kitchen Rules delivers 1.8 million minutes (live streaming and video on demand) viewing, with 88,000 streams. Across the entire series, 105 million minutes of My Kitchen Rules were viewed on live streaming and video on demand across a total of 4.8 million streams.
- My Kitchen Rules dominates on social video for the final with 0.221 million Social Video 'Short Form' streams and a total social reach of 1.986 million (Facebook and Twitter). Across the entire series, My Kitchen Rules dominates in social reach with a 56 million global social reach and 15.2 million social video views.

Source: Oztam Data, Seven Analytics, Facebook Insights and Twitter Analytics

## **About Seven**

Seven is Australia's most-watched broadcast television platform. Seven – with four broadcast channels, Seven, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past nine years.

The company is expanding its presence in the further delivery of its video and publishing content beyond its digital broadcast channels and across an array of platforms, including the live-streaming of its broadcast channels to any connected device. Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

This year, Seven announced the signing of a global multi-year partnership with Google that extends and delivers Seven's market-leading content across YouTube. This new agreement allows Seven and Yahoo7 to reach YouTube, growing global mobile-first audience via distribution of existing and new content and the creation of new branded channels

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, 7mate and 7flix, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.

## Leadership in Content

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 Productions will commission, create and produce nearly 700 hours of television and is recognised as a 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.

In a breakthrough agreement, Seven Productions is producing A Place To Call Home for Foxtel. Seven will produce two series of one of Australia's most-watched drama series for Foxtel's SoHo drama channel. 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 including A Place To Call Home, Home and Away and My Kitchen Rules.

Home and Away is now seen in more than 50 international markets including Channel 5 in the United Kingdom. My Kitchen Rules is now production in several international markets including the recent commission of a series for broadcast in the United Kingdom and the United States. Australian episodes have also been sold into more than 160 territories.

Seven is building a significant business in international content production with two new production companies: 7 Wonder and 7 Beyond. 7Beyond has been renewed for a second series for HGTV entitled My Lottery Dream Home. 7Wonder has delivered a number of new commissions including Lenny Henry's Got The Blues for Sky Arts and Billy Connolly's Tracks Across America for ITV, My Kitchen Rules for Channel 4 and Over My Dead Body' for Channel 4 in the United Kingdom.

Seven this year also confirmed its next move in its long-term strategy in the development and creation of market-leading content in international markets, with Grace: A Storytelling Company (Grace), Thunderbird Beyond Screen Production and Seven Network Australia producing the highly anticipated children's series BEAT BUGS. Coming to Seven Network later this year and then in international markets on Netflix, BEAT BUGS features original characters and a world created by Josh Wakely, who will direct, write and produce the series, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production.