



Seven achieves largest share in Olympics half – KPMG figures

31 January 2013 --- Today's revenue share results – released today by Free TV - confirm Seven delivering a comprehensive 40.3% share for the July –December 2012 half year.

This outstanding performance is a first by any network not broadcasting an Olympic Games in an Olympic Games half year.

No network has delivered two consecutive 40% plus revenue share results in the Free TV figures in a calendar year. Seven delivered a 40.16% revenue share across January-December 2012.

Tim Worner, CEO of Seven Network, said: "This big number is a little piece of Australian television history – our sales guys and the production and programming team they work with should be really proud. Our outperformance in revenue share has now been sustained over many seasons and the reason is simple: advertising with Seven works and our partners keep coming back for more.

"Our Chief Sales and Digital Officer, Kurt Burnette, and his teams have built a culture that people love to work with. We challenge our teams to keep coming up with new ideas, new business solutions, new ways to integrate our customers' messages into our content. And, they keep executing those ideas in front of the largest and most consistent audience in Australia. In a tough business environment, this is an outstanding result for the company and our shareholders."

Network Capital City Revenue Shares for July-December 2012

Seven	40.29%
Nine	38.14%
Ten	21.57%