



Seven and Racing Victoria Unveil Racing.com Partnership

(25 August, 2015) The Seven Network – a key business of Seven West Media, one of Australia’s leading integrated media and content creation companies – and Racing Victoria today confirmed plans for the launch of Racing.com, a new free to air television channel devoted daily to Victorian thoroughbred racing.

The new channel – Racing.com – is the only free to air channel on Australian television dedicated to broadcasting and promoting a single sport and will extend beyond broadcast television across all communication platforms to deliver horse racing to all Australians on any connected device.

The first day of Racing.com will be this Saturday with coverage of the Group 1 Memsie Stakes Day from Caulfield.

Bruce McAvaney will host this very first broadcast for Racing.com.

Racing.com today also confirmed CrownBet as its premium wagering partner for 2015 and 2016 and Ladbrokes as its Associate partner.

Details on Racing.com were announced today by Tim Worner, Chief Executive Officer and Managing Director of Seven West Media, Lewis Martin, Managing Director of Channel Seven Melbourne, and David Moodie, Chairman of Racing Victoria.

Commenting, Mr Worner said: “This is an important new partnership for our company. We are the home of horse racing on broadcast television and we are committing our company to building an increasing presence for horse racing in Victoria across our expanding presence in all forms of content delivery. Our Racing.com partnership joins our portfolio of major sports and we are looking forward to working with Racing Victoria in ensuring the future growth and success of horse racing in this state.”

Commenting, Mr Moodie said: “The launch of the free-to-air Racing.com channel achieves the goal of the Victorian thoroughbred racing industry to make our sport available to more people in more places than ever before. It is the start of a new era for Victorian thoroughbred racing and one that provides us with a foundation for growth in engagement, participation, ownership, wagering and attendance. Racing.com will showcase Victorian racing 363-days-a-year to well over 90 per cent of the Australian population. The industry’s partnership with Seven is a great result for racing fans, punters and participants and I would like to take this opportunity to thank our three Metropolitan Clubs and Country Racing Victoria for their support in achieving this.”

Building on its significant partnerships in horse racing television coverage, Seven is evolving an increasing presence in the sport as it advances plans for the delivery of a new content channel on its digital broadcast television platform.

The new joint venture – Racing.com – delivers a significant new platform for Seven and Racing Victoria as Seven continues to extend beyond broadcast television and publishing and expand its presence in the digital delivery of content and builds 1:1 direct engagement with its audiences.

Racing.com, which will broadcast race meetings from across Victoria 363 days a year, will provide the state’s thoroughbred racing industry with unprecedented and unrivalled free to air coverage.

The new partnership between Racing Victoria and the Seven Network to showcase Victorian thoroughbred racing nationally will also see the new, dedicated free-to-air channel integrated with a suite of streaming and digital services at Racing.com, where punters, fans and participants can view the broadcast on their mobile, tablet and desktop.

Channel Seven Melbourne Managing Director, Lewis Martin, said: “We are pleased to confirm that we have secured some terrific people for Racing.com and we are well-advanced in our plans to further expand our coverage of racing over the coming months. Channel Seven is looking forward to working closely with Racing.com in the promotion and marketing of this exciting new venture.”

The partnership today confirmed that joining the channel will be experienced and highly respected racing hosts Jason Richardson and Shane Anderson and astute form analysts David Gately and Warren Huntly as the key presenters on the new channel. They will

combine with former AFL footballer and racehorse owner Campbell Brown and popular Hong Kong-based form analyst Clint Hutchison.

Chief Executive Officer of Racing.com, Scott Perrin, said: "This coming Saturday is day one. We have exciting plans for the evolution and development of this partnership over the coming 12 months. Victoria has the best racing product in the country and we are thrilled to be able to promote and grow it. This is the start of a new channel and we look forward to working to build our content over the coming months. We are also proud to have CrownBet as our premier partner and I want to thank CrownBet CEO Matt Tripp for his support of this ground-breaking free-to-air channel."

Chief Executive Officer of CrownBet, Matt Tripp, said: "We're delighted that Racing Victoria and the Seven Network have chosen CrownBet as their premier wagering partner for Racing.com after a thorough and competitive tender process. This partnership will play an important role in CrownBet's growth strategy and allow us to reach a wide audience right across Australia. It will help drive our mission to become the leading operator in the sector."

The Racing.com channel will also feature three magazine programs as part of its initial content offering. Launching in early September will be the Thursday night preview show *Get On* and Sunday morning review show *Correct Weight*, whilst the weeks following will bring *The Carnival*, an entertaining and informative look at Victoria's Spring Carnival. Racing.com will detail these new programs over the coming weeks.

About Seven Network

Seven is Australia's most-watched broadcast television platform. 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, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.

About Racing Victoria

Racing Victoria is the Principal Racing Authority in the state of Victoria overseeing the conduct of 550 thoroughbred race meetings annually across 67 racetracks. Amongst Racing Victoria's responsibilities are industry funding, integrity, equine welfare, licensing, infrastructure, racing programs and management of the annual racing calendar.

Seven delivers leadership in sports

Today's announcement confirms Seven's leadership in sports.

Seven is focused on delivering the biggest sports events to all Australians. Seven's long-term partnerships confirms the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its three digital broadcast television channels and accelerate coverage across online, IPTV, HbbTV (Hybrid TV), mobile and other emerging forms of content delivery.

Seven is the network of the Australian Football League.

Seven's commitment to an expanding presence in sports builds on the network's unprecedented new agreement with the International Olympic Committee encompassing the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Seven will also broadcast the 2016 Winter Youth Olympic Games in Lillehammer and the 2018 Summer Youth Olympic Games in Buenos Aires. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven is also the network of the Paralympic Games in Rio in 2016 and the Commonwealth Games on the Gold Coast in 2018. Seven is also the network of the first European Games in Baku, Azerbaijan.

Seven's agreements for the Olympic Games, Paralympic Games, European Games and Commonwealth Games on the Gold Coast, and the World Swimming Championships builds on the company's long-term commitment to the National Football League, including the Super Bowl, The US Masters, Royal Ascot and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, and the local Australian Rules Football competitions the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Tottenham and Chelsea football matches in Sydney, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in Rugby, all major iron man and triathlon events, the Gold Coast Marathon and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.