



Seven expands Olympic partnership to support the Australian Olympic Team

Seven West Media Group has underlined its commitment to the Olympic Movement in Australia by becoming an Official Partner of the Australian Olympic Team.

The announcement was made by AOC President, John Coates, at the AOC's Annual General Meeting in Sydney.

The multi-year partnership will include Australian Teams competing in Rio 2016, PyeongChang 2018 and Tokyo 2020, as well as the 2016, 2018 and 2020 Youth Olympic Games.

Under the agreement with the AOC, Seven West Media has Team marketing rights across its television, magazines, newspaper and online publishing platforms through until the end of 2020.

The AOC will receive from the Seven West Media Group, valued media support to increase promotion of Australian Olympic values to youth and enhance consumer engagement around the Team. Seven will also support and enhance the AOC's Olympic Education Program which already reaches 17,000 Australian teachers.

Kerry Stokes, Chairman of Seven West Media, said: "We are extraordinarily proud of our long-term partnership with the Olympic movement. We are looking forward to Rio and beyond and are delighted to commit our company to a partnership with the Australian Olympic Committee.

Tim Worner, CEO of Seven West Media, added: "We are ready to begin the next step on our journey with the Olympic movement and develop a long-term commitment to supporting those Australians who strive to compete at the world's biggest event.

Kurt Burnette, Chief Revenue Officer, Seven West Media said: "The Olympic Games deliver unmatched audiences and are in the social consciousness of all Australians during and leading up to every Olympics. The reason is not only success but the fact that great content involves great story telling, and the athletes and their achievements are some of the greatest stories to be told. Together with the AOC and their partners we will bring these stories and their outcomes to Australians like never before with our commitment to supporting the Australian Olympic Team, we look forward to working closely with the Australian Olympic Committee in creating those messages and partnerships."

Mr Coates congratulated Seven West Media on its support of the Australian Olympic Teams.

“Today’s announcement re-affirms Seven West Media’s total commitment to the Olympic Movement” said Mr Coates.

“Although Seven has enjoyed a long-standing relationship with the Olympic Games, which stretches back to Melbourne 1956, we are thrilled they have now come on board as a Partner of the Team. The new agreement will see it provide a range of services which will enhance our Teams and their preparation through until 2020, as well as the experience of fans and viewers alike when they cheer for the green and gold on the world stage.”

Seven West Media announced last August that it had separately secured the exclusive Australian free-to-air and subscription broadcast television rights, as well as radio rights with the International Olympic Committee (IOC) through until 2020, and with an option to extend the partnership to 2024.

Seven’s partnership with the Australian Olympic Team will complement its partnership with the IOC and enable Seven to bring their broadcast to life by tapping into Australia’s passion for their Team when it competes at the Olympic Games.

Seven and the Olympic Games

Seven is focused on delivering the biggest sports events to all Australians.

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 in 2018.

In June, Seven will broadcast the first European Games in Baku, Azerbaijan.