



Seven secures Australian football marquee matches

24 May 2013 -- Football Federation Australia (FFA) has today announced that the Seven Network has acquired the broadcast rights to the Foxtel A-League All Stars v Manchester United and Melbourne Victory v Liverpool matches this July.

Both matches featuring the English Premier League clubs are sold out. The Foxtel A-League All Stars v Manchester United will be played at ANZ Stadium on Saturday 20 July (7.30pm kick off) and the Melbourne Victory v Liverpool will be played at the MCG on Wednesday 24 July (8pm kick off).

FFA CEO David Gallop said the broadcast agreement with Seven was another sign of football's move into the mainstream.

"These are huge events on the sporting calendar and we're delighted Seven will be our partner in bringing top-class football action to all Australians on free to air television," said Gallop.

"Manchester United and Liverpool have millions of followers in Australia, but just as many fans will get behind the All Stars and Victory as they showcase the A-League on the world stage."

Seven has welcomed the opportunity to add football to the network's extensive sports coverage – with the company's coverage of both games across its broadcast television platform and also live streaming online and across mobile devices.

Commenting, Tim Worner, the CEO of the Seven Network, said: "Manchester United and Liverpool are two of the biggest brands in world sport and we are really pleased to be delivering their matches live to Australians everywhere and on every device. These are going to be huge events. They sold out straight away and we expect a big audience to be engaged before, during and after the games.

"Big, live sport – now available across not just our broadcast television platform but online and other tablet apps as well - underpins a lot of Seven's strategy and these games certainly fit that bill. And, on a personal note, I am very happy to be working with Dave Gallop whose work I have previously admired from too far away."

Coverage details:

Manchester United v Foxtel A League All Stars, Saturday 20 July, ANZ Stadium, Sydney (7.30pm kick off)

Sydney 1830-2200 (7)
Melbourne 1830-2200 (7Mate)
Brisbane 1830-2200 (7)
Adelaide 1800-2130 (7Mate)
Perth 1830-2200 (7)

Liverpool v Melbourne Victory, Wednesday 24 July, MCG, Melbourne (8pm kick off)

Sydney 1900-2230 (7Mate)
Melbourne 1900-2230 (7Mate)
Brisbane 1900-2230 (7Mate)
Adelaide 1830-2200 (7Mate)
Perth 1700-2030 (7Mate)

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