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## **SWM Enhances Audience Intelligence with New Location Data Partner**

Seven West Media (ASX: SWM) has enhanced its audience intelligence offering for advertisers thanks to a new partnership with Australian mobile location intelligence platform LANDMARKS ID.

LANDMARKS ID enables SWM to integrate its technology directly into the 7plus app to collect, analyse and provide rich audience profiles on 7plus app users.

The new partnership improves SWM's ability to understand 7plus audiences' 'real world' behaviours, brand affinities and more importantly, where they spend their time. Information is based on real-world consumer movement data driven from the growing audiences of 7plus which routinely break viewership records and is currently in its third consecutive month of market leadership.

SWM has created an extensive point of interest (POI) network which includes all key advertisers' locations or points of distribution via use of a 'geo-fence' network. These also include significant landmarks like sports stadiums, train stations, airports, shopping centres and more.

SWM's Director of Audience Intelligence, Andrew Brain said: *"Our ongoing desire to understand our audiences' behaviour both online and offline enables us to make smarter programming decisions, deliver deeper strategic insights and better experiences for both audiences and brands."*

*"Our new partnership with LANDMARKS ID demonstrates our commitment to audience intelligence. It's the first of many affiliations within our eco-system that seek to ensure our key partners are able to better plan, buy and measure our high value audiences with precision, delivering proven results."*

LANDMARKS ID's Founder, James Fogelberg said: *"Partnering with Seven and powering their real-world audience intelligence will enable advertisers to target 7plus users based on empirical real-world brand affinities, behaviours, loyalty and more. As an example, advertisers will be able to target in-market purchase intenders and communicate with audiences who visit their competitors' locations."*

*"LANDMARKS ID develops rich first-party customer profiles for clients based on the businesses, locations and brands their customers visit in the real world and engage with on their mobile devices."*

*"We look forward to delivering rich audience intelligence for SWM and their advertising partners."*

The new partnership came into effect on July 1.

Ends.

For more details:

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**About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and Seven Studios. Home to iconic brands such as Big Brother, House Rules, Farmer Wants a Wife, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.