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## **Seven to broadcast Olympic Winter Games Beijing 2022**

XXIV Olympic Winter Games Beijing 2022 exclusively on Seven

Comprehensive broadcast and digital offering

Tokyo 2020 and Beijing 2022 – two Olympics within seven months

The Seven Network today announced at its 2021 Upfront presentation that it is the exclusive Australian media rights holder for the Olympic Winter Games Beijing 2022, to be held in Beijing, China from 4 – 20 February 2022.

Seven will offer Australians a comprehensive, multi-platform experience for Beijing 2022, building on the experience set to be delivered during Tokyo 2020, in July 2021.

This announcement builds on Seven's long-term partnership with the International Olympic Committee and will mark the third Olympic Games in a row hosted in a favourable time zone for Australia, after PyeongChang 2018 and Tokyo 2020.

James Warburton, Seven West Media Managing Director and Chief Executive Officer, said: *"We're thrilled to announce this continuation of our partnership with the International Olympic Committee, to be the home of the Beijing 2022 Winter Olympics. The Olympic Games are part of our DNA at Seven, so we can't wait to work with our partners at the IOC to deliver another incredible experience for Australian audiences."*

IOC President Thomas Bach said: *"The IOC is delighted to announce an extension to our agreement with Seven in Australia. We have a partnership that dates back to the Olympic Games in Melbourne 1956 and Australian sports fans will be able to count on Seven's sports broadcast expertise and passion for at least another edition of the Olympic Games in Beijing in 2022. In addition, as the IOC redistributes over 90 percent of its revenues, the financial support of our long-term commercial partners benefits the athletes, including the Australian Olympic Team for Beijing 2022, and the entire Olympic Movement. This solidarity is more important now than ever."*

Kurt Burnette, Seven West Media Chief Revenue Officer and Director of Olympics, said: *"Today's announcement solidifies Seven as the destination for the biggest events. In the*

*space of seven months, we will be the exclusive broadcaster of Tokyo 2020 and now Beijing 2022. Both events are set to deliver unparalleled audiences, amplified by Beijing 2022 being the third consecutive Olympic Games we've broadcast in a favourable time zone for Australian audiences, just two hours' difference from Australia's east coast.*

*"PyeongChang 2018 broke records on broadcast and digital, and we know Beijing 2022 will set new records again."*

Seven's coverage of Beijing 2022 will be comprehensive, building off the extensive multi-platform coverage that will be delivered just seven months prior during Tokyo 2020. Spanning Seven's broadcast channels, market leading BVOD platform 7plus and other digital properties including 7NEWS.com.au, Seven will take audiences closer to the action than ever before.

Lewis Martin, Managing Director Seven Melbourne and Network Head of Sport, said: *"In July next year, we'll bring Australian audiences Tokyo 2020 with a level of coverage never before available for free in Australia for an Olympic Games. Multiple broadcast channels, dozens of digital streams on 7plus, all available on any device a viewer might chose – it's going to be an exceptional experience.*

*"Just seven months later, we'll build on that coverage with Beijing 2022, giving Australian audiences a new level of coverage for an Olympic Winter Games. We can't wait."*

Beijing 2022 will also represent an opportunity for brands to connect with audiences at scale, leveraging the massive audiences generated by the Olympic Winter Games to reach niche audiences, at scale.

During the Olympic Winter Games PyeongChang 2018, 16 million broadcast viewers were reached across the screens of Seven. Both the Seven Network and Channel 7 were number one in every market and every key demographic for every day of the Games. And with 103.5 million minutes live streamed on 7plus and 4.5 million people reached across social media during PyeongChang 2018, digital platforms will deliver huge growth to complement the already massive broadcast audience.

The Australian Olympic Committee President John Coates says Seven's exceptional Olympic coverage has given Australia's Olympic winter sports a significant boost: *"Seven's coverage of the 2018 Games in PyeongChang set a new benchmark for winter sport in Australia. Our athletes are really looking forward to the Beijing Games in February 2022 and the chance to represent their country before a huge television audience back home. Right now, with 15 months to the Beijing Games, we have Australian athletes preparing themselves in Europe and North America, while our freestyle skiers are currently training at our new Olympic Winter Training Centre in Brisbane."*

Mr Burnette added: *"With Tokyo 2020 we're delivering not just massive audiences, but niche audiences at a scale never before achievable. We'll do exactly that again just seven months after Tokyo 2020 with Beijing 2022, offering brands a series of opportunities to reach exactly their targets in ways never previously possible. Plus, it'll enable brands to start their 2022 in a big way with what will be the biggest cultural and sporting event of the year across broadcast and digital. It's an unbeatable opportunity."*

The Olympic Winter Games Beijing 2022 will be broadcast and streamed Live and Free exclusively across Seven from 4 – 20 February 2022.

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. Home to iconic brands such as Big Brother, 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.