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7plus smashes 2021 record New landmark set even before Tokyo 2020 begins

Even before they officially start tomorrow, the Olympic Games Tokyo 2020 are breaking records for the Seven Network's [7plus](#) platform.

Yesterday [7plus](#) set a new record for the number of minutes live streamed this year, at 45.9 million minutes. It was the second biggest event in the history of [7plus](#), behind the Rio Olympics 2016 (all days).

Fuelled by the Matildas and the Aussie Spirit's pre-Opening Ceremony matches, the platform captured a 56.1% share of commercial free-to-air live streaming, and a 44.4% share of total (live plus VOD minutes).

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "Even before Tokyo 2020 formally starts, Australians are flocking to [7plus](#) to cheer on their teams.

"Tokyo 2020 will not only be the world's biggest sporting event, it will also be the biggest digital event in Australian history. If yesterday was any indication – and we think it was – the audiences are going to be enormous.

"[7plus](#) is the only place to watch over 40 channels of sport, see what's on when, create a watchlist to follow your favourite events, choose a language or catch up on highlights – the most live streams ever hosted by an Australian broadcaster. Wherever you are, whatever you're doing, the Olympic Games Tokyo 2020 are just one click away on your smart TV, mobile, tablet or computer," he said.

New features added to [7plus](#) for the Olympic Games Tokyo 2020 include:

- **Watchlist:** Provides users with the ability to add their favourite sports to an easily discoverable watchlist.
- **Continue Watching:** This gives signed-in users the ability to watch a sport full replay and pick up where they left off via the continue watching carousel located on their home screen.
- **Captions: Live and VOD (including multilingual):** To provide the ultimate accessible viewing experience for all users, it's important to provide captioning to ensure as many users as possible can watch their favourite sports, events and highlights.
- **Autoplay:** The autoplay functionality provides viewers with a simple way to binge multiple event replays, highlights and sports minis without needing to lift a finger. It simply plays the next relevant piece of content.
- **Chromecast and Airplay:** As most people own multiple devices, including smart TVs and mobile phones, it's becoming ever more important to provide a streaming



service that supports this behaviour. The [7plus](#) app allows users to either Chromecast or Airplay content to their Chromecast or Airplay compatible device. This allows users to stream Tokyo 2020 on [7plus](#) no matter the age of their television device.

- **HD/SD selector:** The [7plus](#) player provides users with the ability to toggle between HD/SD to allow for the best and most data efficient streaming.
- **Freeze Frame:** A select, scaled range of devices have been enabled with Freeze Frame ads that appear as an overlay whenever a user pauses the content.

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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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.



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