



Media Release

Wednesday, 17 August 2022

Seven helps industry navigate total TV New education series to help brands harness the power of converged audience trading

The Seven Network today announced the release of a new, free educational content series to equip marketers and agencies with the skills to confidently navigate the new total TV landscape across linear broadcast and BVOD.

The three-part **convergED** video series has been created to fill a knowledge gap in the industry on how brands can benefit from converged media planning and campaign tracking.

Presented by Seven's Head of Converged Audience Trading, Alex Tansley, the educational content aims to accelerate the growth of cross-screen trading in Australia to free up time for agencies to focus on strategic initiatives and create better outcomes for their clients.

Released today, Part 1 of [convergED](#) introduces total TV and focuses on the evolution of viewer behaviour and video consumption, looking at how audiences expect to discover, access and consume premium video content that meets their personal interests.

The video also investigates the growth of connected TV viewing and the critical changes VOZ will bring to Australia's total TV industry and evolving advertising model.

VOZ, or Virtual Australia, is the foundation of Australia's new total TV reporting standard. VOZ brings together broadcaster viewing on TV sets and connected devices – connected TVs, desktop/laptop computers, tablets and smartphones – to provide all-screen, cross-platform planning and reporting for Australia's TV industry.

Part 2 of **convergED**, to be released on Wednesday 31 August, shares key insights on how brands can benefit from converged trading across national linear broadcast and BVOD audiences. The video will demonstrate how a converged approach unlocks consistent, incremental audience reach to deliver better ROI and key outcomes for advertisers.

Part 3, to be released on Wednesday 14 September, demonstrates the tangible ways total TV campaigns can be planned, bought, and measured in the modern video market.

Alex Tansley said: "Converged TV trading is a game changer for our industry and our new **convergED** video series is a direct response to market feedback around a knowledge and education gap across our industry in navigating the new total TV landscape.

"As Australia's leading commercial premium broadcast, video and news network, Seven understands how converged buying offers a more effective, faster and easier way for advertisers to build brands with reach, impact and relevance across metropolitan TV, regional TV and digital markets, and we are committed to enhanced advertising and viewer experiences of, to which converged total TV is a key.



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“We are excited to share and accelerate the total TV opportunity for agencies and marketers, as we collectively evolve the way television is planned, bought and measured,” he said.

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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, MKR, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.