



Seven launches Addressable TV via Dynamic Ad Insertion at Scale.

Seven today confirmed an Australian first with the scaled launch of live “Addressable TV”. It commences with Seven’s live coverage of the Rugby League World Cup.

Addressable TV allows Seven’s advertising partners to dynamically insert targeted video commercials on Seven’s live streaming and video on demand content. These Addressable targeted TV ads can be specific to the individual user on a 1:1 basis.

Addressable TV delivers the benefits of television’s mass audience delivery and reach coupled with the specific consumer targeting of digital platforms. It is a first for the Australian market. Premium, targeted digital video advertising will be a cornerstone of Seven’s accelerating moves into OTT content delivery with the launch of 7plus.

Commenting, James Bayes, Digital Sales Director (OTT Video), said: “This is the future of TV and it’s now on Seven. Expanding advertising options across all screens and devices is creating significant new opportunities for major brands and agencies to connect with our audiences in new and exciting ways.”

Commenting, Kurt Burnette, Chief Revenue Officer, Seven West Media, said: “We have been working over some time towards this moment to deliver Addressable TV for our advertising partners, building our capabilities in data, technology and content. This is a game changer for TV in this country.”

Beyond the Rugby League World Cup, Addressable TV on Seven, will expand to The Australian Open, Commonwealth Games and key Seven programmes including My Kitchen Rules and Sunrise.

Addressable TV via Digital Ad Insertion (DAI) focuses on broadcast quality, long form video content delivered live online, targeting advertising specific to the individual user, allowing a 1:1 connection for advertisers complementing the 1:many delivered on broadcast television.

Addressable TV will be available on live streams and video on demand of Seven’s content.