



Tuesday, 6 September 2022

Seven secures AFL rights until 2031

Seven West Media (ASX: SWM) today confirmed that it has secured the AFL media rights from 2025 to 2031.

SWM's 7plus will be the new home of the AFL for Seven's dedicated fans and advertisers, with a comprehensive package of digital rights secured with this renewal. The 7plus AFL hub will include live and replay matches as well as catch-up rights and highlights packages on video on demand, available live and free on any device, at any time. Seven will also continue to broadcast AFL games on Channel 7 and 7mate.

SWM Managing Director and Chief Executive Officer, James Warburton, said: "We are delighted to extend our partnership with the AFL until 2031. Securing a comprehensive package of digital rights to the AFL for 7plus was our absolute focus. For the first time, fans will be able to access the best AFL games and video content, live and free, in a way that suits them.

"More importantly, this new combination of broadcast and digital means SWM will be ideally positioned to drive and capture a significant share of the growing total television market.

"Together, the AFL and Seven have made the code the #1 winter sport across the country and we look forward to working with the AFL Commission to extend the sport's leadership."

Seven will pay a 14% increase on the 2024 rights in 2025; with indexation over the term this represents a 3.6% compound annual growth rate in rights fees across the period.

This release has been authorised to be given to ASX by the Board of Seven West Media Limited.

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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.