



Tuesday, 25 October 2022

Seven signs long-term agreement with NBCUniversal

Seven West Media (ASX: SWM) today announced it has signed a long-term agreement with NBCUniversal, one of the world's leading entertainment and media companies.

The agreement covers a multi-year content agreement with NBCUniversal Global Distribution and the launch of a new linear free-to-air and live-streamed channel, 7Bravo, with NBCUniversal International Networks and Direct-to-Consumer.

7Bravo will launch on 15 January 2023, bringing the best of NBCUniversal's reality and true crime content to all Australians, live and free.

The content deal, which also commences in early 2023, and the launch of 7Bravo will bring thousands of hours of content to the Seven Network and 7plus, creating significant new revenue opportunities.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "We are honoured and excited to partner with NBCUniversal to bring its world-class content to our viewers.

"NBCUniversal is a global content powerhouse and the creator of some of the best-known and most-loved entertainment brands in the world, across television and film. We can't wait to bring them and much more to Seven and 7plus.

"7Bravo is a game-changer for the Seven Network, which is Australia's most-watched TV network. It's an exciting and important addition to our network and the perfect complement to our existing channels. With 7two, 7mate and 7flix, Seven is already the undisputed leader in multi-channels. The addition of 7Bravo, with its strong appeal to women, will make us even stronger," he said.

The agreement will increase SWM's annual content cost base by approximately \$45-50 million on a full year basis in the first 12 months post launch, with escalation thereafter based on content availability. This content will underpin growth in Seven's broadcast and BVOD revenue share; with launch costs the impact is expected to be slightly EBITDA positive in FY23. Future financial periods are expected to deliver double digit EBITDA contribution per annum, subject to advertising market conditions.

Key new programs coming to 7Bravo in 2023 will include **Below Deck Down Under (S1), Below Deck Adventure, The Real Housewives Ultimate Girls Trip (S1), The Real Housewives of Dubai, The Real Housewives of Miami, Love Without Borders, Southern Hospitality** and **Real Girlfriends in Paris**, among others.

Complementing the schedule, 7Bravo and 7plus will be the free-to-air home of NBCUniversal's stellar portfolio of reality content, including the world's most iconic unscripted TV franchises and series from Bravo and E!.

7Bravo will also deliver audiences compelling true crime content from Oxygen True Crime – the destination for quality crime programming in the US – including **Snapped, 911 Crisis Center, Buried in the Backyard, Exhumed, Black Widow Murders, Accident, Suicide or Murder** and **The First Mindhunter**.

Additionally, the new channel will feature **The Tonight Show Starring Jimmy Fallon, The Kelly Clarkson Show** and **Judge Jerry**, as well as all the red carpet glamour from the biggest awards shows with **Live From E!**.

The new channel will also be the first broadcast home in Australia for reality and true crime content produced for Peacock, NBCUniversal's streaming service.

As part of the content agreement with NBCUniversal Global Distribution, Seven will acquire all of NBCU's scripted network and cable dramas and comedies for years to come; gain access to library and classic scripted dramas from NBCUniversal's catalogue; and become the free-to-air home in Australia of NBCUniversal's library of blockbuster movies.

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

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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, My Kitchen Rules, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.