



Saturday, 7 May 2022

Seven welcomes Labor's commitment to support free-to-air TV

Seven West Media today welcomed Labor's policy announcement to modernise Australia's media regulatory framework and ensure that Australian viewers continue to enjoy universal access to premium content for free.

Labor's commitment to legislate the prominence of free-to-air BVOD services on connected TVs and to review the anti-siphoning scheme recognises the important contribution of free-to-air broadcast and digital services to our society and national identity.

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "We welcome Labor's firm commitment to regulate the prominence of free-to-air services on connected TVs and to review the anti-siphoning scheme.

"Today's announcement is a positive step in supporting Australian audiences and the local free-to-air media industry.

"Sport is part of the fabric of our country but is under threat of disappearing behind the paywall of international streaming giants. Iconic sporting events of cultural significance need to remain free for Australian families and communities or millions will be obliged to pay to see their favourite sports or will simply miss out altogether.

"Guaranteeing the prominence and visibility of free-to-air services on connected TVs at no charge is also critical to the sustainability of the industry.

"In a growing digital environment, our services are becoming increasingly hard to find on the home page of the TV screen as deep-pocketed multi-national streaming companies strike global deals with TV manufactures to buy prominent visibility.

"We want to invest our resources into producing Australian content, not staving off invisibility and bidding against cash-rich conglomerates that want to divert viewers away from free Australian news, sport, drama and entertainment services," said Warburton.

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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**, **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.