



## **Seven confirms significant move into international content creation**

### **Seven is original investor and Australian broadcast partner for new children's series BEAT BUGS Inspired By The Music Of The Beatles.**

#### **Commissioning builds on Seven's momentum in creation of new content in international markets**

The Seven Network – Australia's most-watched broadcast television platform and a key business of Seven West Media, one of Australia's leading integrated media and content creation companies - today confirmed its next move in its long-term strategy in the development and creation of market-leading content in international markets.

Grace: A Storytelling Company (Grace), Thunderbird Beyond Screen Production and Seven Network Australia announced today the commissioning of the highly anticipated children's series BEAT BUGS, coming to Seven Network later this year. BEAT BUGS features original characters and a world created by Josh Wakely, who will direct, write and produce the series, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production. The series will also be available on Seven Network's joint venture SVOD service Presto in Australia. The series is represented worldwide by Beyond Distribution.

Seven Network partnered with Grace as the original investor and broadcast partner for the project which will feature some of the most well-known Beatles songs woven into the narrative of each episode, with Eddie Vedder, P!nk, James Bay, Sia, The Shins, Of Monsters and Men, Chris Cornell, Regina Spektor, James Corden, Daniel Johns and Birdy each recording their rendition of an iconic song. Further artists joining the project are expected to be announced in the coming months. Among the 26 11-minute episodes, songs featured include *Help!*, *Lucy In the Sky with Diamonds*, *Sgt. Pepper's Lonely Hearts Club Band*, and *Magical Mystery Tour*.

Commenting, Tim Worner, CEO and Managing Director of Seven West Media, said: "We are very excited to be a part of such a terrific project. We loved the concept from the moment it was presented to us and we jumped in as the original investor and broadcast partner. We are making significant progress in building our presence in international markets with our two joint venture businesses – 7 Wonder and 7 Beyond – securing significant commissions in the United Kingdom and the United States. We are also seeing increasing demand for our owned and created content and concepts."

Mikael Borglund, Chief Executive Officer and Managing Director of Beyond International said: "BEAT BUGS is a ground breaking animation series that demonstrates Australian producers can create and execute programs for the world market. The series will be screened across multiple platforms over the world in the next few years and be enjoyed by many generations of kids and adults."

## **About Seven**

Seven is Australia's most-watched broadcast television platform. Seven – with four broadcast channels, Seven, 7TWO, 7mate and the soon to launch 7flix - continues to lead in primetime, building on its market-leading performance over the past nine years. The network also dominates across breakfast and morning television.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its digital broadcast channels and across an array of platforms, including the live-streaming of its broadcast channels to any connected device. Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of the company's leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO, 7mate and the soon to launch 7flix, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.

## **Leadership in Content**

Seven is recognised as a leader in the development and production of Australian television. We are driving our own future with the programmes and content we create and leverage, and we are making deliberate and considered moves into new opportunities not only for our own primary market in Australia but increasingly in international markets.

This year Seven Productions will commission, create and produce nearly 700 hours of television and is recognised as a leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including My Kitchen Rules, Border Security, House Rules, Home and Away, and A Place to Call Home.

In a breakthrough agreement, Seven Productions is producing A Place To Call Home for Foxtel. Seven will produce two series of one of Australia's most-watched drama series for Foxtel's SoHo drama channel. Our partnership with Foxtel is an important cornerstone in the continuing rapid development of our production business and builds on the international success of our programmes including A Place To Call Home, Home and Away and My Kitchen Rules.

Home and Away is now seen in more than 70 international markets including Channel 5 in the United Kingdom and across the United States of the Hulu subscription video on demand platform.

My Kitchen Rules is now production in several international markets and we are also advanced on discussions for the production of My Kitchen Rules in the United States. Australian episodes have also been sold into more than 150 territories.

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7Beyond has secured its first commission in the US market: a new series for HGTV entitled My Lottery Dream Home. The series order of twelve episodes follows the successful ratings of the 2 x half hour pilot series broadcast earlier in 2015. Lottery Dream Home is scheduled to air on HGTV in the United States in early 2016. 7Wonder has delivered three new commissions: Lenny Henry's Got The Blues for Sky Arts and Billy Connolly's Tracks Across America for ITV and Over My Dead Body for Channel 4 in the United Kingdom.

These developments in major international markets confirm our success in production and underline most importantly how our people are driving a growth business for Seven Productions. This business is expanding dramatically