



## **Seven expands commitment to tennis in Australia with Hyundai Hopman Cup.**

25 November 2013 -- The Seven Network today confirmed the signing of an agreement to broadcast the Hyundai Hopman Cup. The all-encompassing agreement embraces broadcast television and new forms of content delivery.

For the first time in the history of the Hyundai Hopman Cup every session will be broadcast live and free-to-air nationally (including in Perth) in high definition on the event's new home at 7mate, with the option of marquee matches to be televised live on Seven.

"We are delighted to be expanding our commitment to tennis across the summer and importantly delivering live coverage of the Hyundai Hopman Cup on our broadcast television platform," Saul Shtein, Seven's Head of Sport, said today.

"Seven is committed to building its presence in sports across Seven, 7TWO and 7mate. We are driving home our leadership across three channels. The addition of the Hyundai Hopman Cup to our new Australian Open broadcast agreement adds further depth to our impressive portfolio of major sports events and further underlines our partnership with tennis in Australia, on television and across new forms of content delivery, including online, mobile and HBBTV."

In one of the strongest fields seen at the Hyundai Hopman Cup, eight of the world's top 20 players, including three top ten players, are set to light up the magnificent Perth Arena.

Charismatic Frenchman Jo-Wilfried Tsonga and Australia's top players Bernard Tomic and Sam Stosur headline the entertaining official mixed team competition of the International Tennis Federation (ITF), which will take place from 28 December 2013 to 4 January 2014.

"We're excited to see the Hyundai Hopman Cup build a relationship with Seven, a long term partner of Australian tennis," said Tournament Director Paul Kilderry. "Now fans will have the opportunity to watch all the action live and free in Perth and around Australia as we continue to grow the event's audience domestically. The strength of the 2014 field will complement Seven's lead- in coverage to the Australian Open.

### **Leadership in Sports**

Today's agreement further confirms Seven's leadership in sports television with the network dramatically expanding its coverage of major sports across its three digital broadcast television channels and accelerating coverage across online, IPTV, mobile and other emerging forms of content delivery.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series and Grand Final, V8 Supercars including the Bathurst 1000, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including The Masters, The Open and the Perth International, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup. Seven also has exclusive broadcast television rights to Wimbledon.