



Seven and Australian Golf sign long-term partnership

Australian golf's premier events will be broadcast by the Seven Network this summer and beyond.

Seven, Australia's most-watched broadcast television platform, the PGA of Australia and Golf Australia today confirmed a new long-term agreement to broadcast the Emirates Australian Open and Australian PGA Championship.

The Emirates Australian Open, hosted by The Australian Golf Club in Sydney from 23-26 November, has in recent years enjoyed excellent ratings and attendance by attracting some of the world's best players including dual champion Jordan Spieth.

The following week, the Australian PGA Championship will be played at RACV Royal Pines Resort on the Gold Coast from 30 November to 3 December and will welcome the European Tour to Australia for the co-sanctioned tournament. The tournament honour roll features an incredible list of past champions including Adam Scott, Greg Chalmers, Peter Senior and Geoff Ogilvy.

With both tournaments broadcast live for five hours each round, the deal ensures Australian golf fans can access live golf free to air.

Seven's Head of Sport Saul Shtein said: "We take great pride in our long association with the Emirates Australian Open, as one of the great sports events in Australia. The Australian PGA Championship is also a time-honoured tournament in world golf and with its co-sanctioned deal, our broadcast will reach around the world, continuing to enhance Seven's reputation as the network of the biggest events in golf."

Golf Australia Chief Executive Officer Stephen Pitt said: "We are thrilled that a long-term deal has been secured with Channel 7, a tremendous partner to all in Australian golf. The Emirates Australian Open and Australian PGA Championship both have storied histories and our deal with Seven is the best way to ensure as many people around the world have the chance to be part of our rich history."

PGA of Australia and ISPS HANDA PGA Tour of Australasia Chief Executive Officer Gavin Kirkman said: "Australian golf has found a wonderful home and partner in Channel 7. I commend them on their commitment to the game and sports fans. We have seen some enthralling finishes to ISPS HANDA PGA Tour of Australasia tournaments in recent years including the marathon seven-hole playoff at the 2015 Australian PGA Championship and of course Jordan Spieth winning a second Stonehaven Cup when he prevailed at the Emirates Australian Open last year over our most recent PGA TOUR winner Cameron Smith and Ashley Hall. I am sure that this year's tournaments will produce as many memorable moments and, thanks to Channel 7, sports fans can witness them all."

Seven Delivers Leadership in Sports

Seven is focused on delivering the biggest sports events to all Australians. Seven is the network of the Australian Football League and the Olympic Games. Seven's long-term partnerships confirm the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its broadcast television channels and accelerate coverage across online, mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sport builds on the network's unprecedented agreement with the International Olympic Committee. Seven is the network of the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Seven is also the home of the Commonwealth Games on the Gold Coast in 2018.

Seven's agreements for the Olympic Games, Commonwealth Games on the Gold Coast and the World Swimming Championships join the company's long-term commitment to the National Football League, including the Super Bowl, The Masters and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, and the local Australian Rules Football competitions, the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Stradbroke Handicap, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in rugby, and all major tennis tournaments in Australia including the Australian Open and the Davis Cup. Seven also has all-encompassing rights to swimming in Australia and is the network of the Australian Swimming Championships.