

**Seven is the first broadcaster to extend live and free television  
to any connected device on the go**

**All Seven, 7TWO and 7mate owned channels across Australia  
will live-stream 24/7 to mobile devices**

**Seven accelerates content delivery and audience engagement  
and redefines the power of live television on every screen**

The Seven Network – 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 to deliver its market-leading content to all Australians across any connected device.

In a landmark development, Seven will commence live-streaming of its three broadcast television channels – Seven, 7TWO and 7mate - across all delivery platforms and in all Seven-owned capital cities and regions from 1 December and 24/7.

Ahead of the full launch in December, Sunrise viewers from today are able to take Australia’s number one breakfast television programme out-of-home on their mobiles via the existing PLUS7 app.

The launch of this new initiative builds on Seven’s market-leading AVOD service, PLUS7, which sits within Yahoo!7. PLUS7 will now deliver Live and Catchup, complementing the company’s expanding presence in SVOD with its Presto partnership with Foxtel.

Clive Dickens, Seven West Media Chief Digital Officer, said: “Our audience demands a live streaming service! They love Seven and they love their smartphones. We can now bring their favourite shows live, free and on the go, seamlessly streamed on mobile and online, as we cement our position as Australia’s leading ‘mobile first’ content company.

“All Seven Network owned channels will stream from December via PLUS!7 and we have advanced plans to live stream also within the 7Sport App and the 7News App in line with our content everywhere strategy. We will be adding other mobile first products and platforms to extend our reach especially live, free and out of home”

Tim Worner, Managing Director and CEO of Seven West Media, said: “We are redefining the way Australians watch live TV. We are a content company. Our future is television. Our growth is mobile. A big part of our future is video. Today provides clear evidence that we will be a driving force in the development, creation and delivery of content in a rapidly changing communications landscape.”

Kurt Burnette, Seven West Media Chief Revenue Officer, said: “Powerful storytelling is at the core of our television business. The benefits for our audiences and opportunities for our advertisers are enormous. Our move into the live-streaming underscores our leadership and will drive greater engagement across all of our platforms and extending reach out of home, on any screen.”

Seven’s move into live streaming follows the success of its coverage of The Australian Open. Seven is also set to deliver the most comprehensive, innovative multi-platform and technologically advanced Olympic Games coverage ever seen with its all-encompassing delivery across all communications devices of the Games in Rio de Janeiro. .

### **The Australian Open Experience**

During The Australian Open, Australian audiences were able not only choose between matches on Seven and 7TWO, they also had the option of watching one of sixteen matches during the day and three at night through Hybrid TV on smart TVs, mobile, tablet and IOT\* devices. Over 1.2 million Australians chose to stream the Australian Open Series on digital platforms, with one third of our Australian Open audience accessing our tennis content on digital platforms every day. There were over 4.4 million streams, 80 per cent of which were live streaming, and over 23 million page views during the Australian Open Series, with a social reach of over 2 million Australians.

### **About Seven**

Seven is Australia’s most-watched broadcast television platform. Seven – with three broadcast channels, Seven, 7TWO and 7mate - continues to lead in primetime, building on its market-leading performance over the past eight 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 three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. 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 our 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 and 7mate, Pacific Magazines, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto, the West Australian, Presto and PLUS7.