



Media Release

Monday, 16 November 2020

7plus turns up the heat for summer Australia's #1 commercial BVOD platform's sizzling line-up

The Seven Network's rapidly growing 7plus platform will launch its biggest ever line-up of summer content, asserting its position as Australia's #1 commercial free-to-air BVOD service.

The line-up includes the highly acclaimed **Grey's Anatomy** spin-off **Station 19**, **Ally McBeal**, **Dawson's Creek**, **90210** and **The Big C**, plus homegrown shows including **Home and Away**, **Better Homes and Gardens** and Channel 7's new tentpole smash hit **Holey Moley**, which tees off early next year.

7plus will also present a series of "Collections" to reach different audiences, including Summer Movies, Leading Ladies, Bingeworthy Boxsets, Premium Dramas and Aussie Classics.

With the BVOD market showing strong growth this year, 7plus has taken the lead among commercial free-to-air BVOD services thanks to the success of **SAS Australia**, **Big Brother**, **Home and Away** and a deep library of classic content.

So far in calendar year 2020, 7plus leads with a 41.5% commercial free-to-air BVOD share, ahead of 9Now on 41.3% and 10play on 17.2%. For the survey year to date (including Easter), 7plus has a 42.5% share, followed by 9Now on 40.3% and 10play on 17.2%*.

Seven West Media Chief Digital Officer, Gereurd Roberts, said: "7plus has been the star performer in the BVOD world this year and now is the perfect time to introduce a deep and compelling line-up of new and classic content for the 2020-21 summer.

"New digital behaviours have been formed during 2020. Streaming is now a natural pastime, with 31% of people streaming movies and TV shows to stay entertained during COVID**.

"Viewing trends this summer are set to be different to any other year, with audiences of all ages staying local, watching the great entertainment and sport TV content on offer and increasingly turning to digital content providers for bingeworthy options that fit their schedules and their families' schedules," he said.

Seven West Media Network Digital Sales Director, Nicole Bence, said 7plus was an audience-first product designed to create a high level of engagement and attention for marketers.

“We’ve worked hard to create a better experience for viewers and advertisers,” she said. “By giving signed-in users access to new features, we’ve grown 7plus registration strongly, particularly on connected TV.

“That, coupled with our new audience intelligence platform 7REDiQ, will bring brands closer to their desired audiences than ever before.”

7plus has created a number of Summer specials for advertisers, including streaming collection sponsorships and sponsorships of digital tentpoles and digital exclusives.

Ms Bence said: “These summer specials are underpinned by our premium ad products, plus data targeting opportunities through 7Addressable that connect brands to high-value audiences.

“It’s going to be a huge summer for the BVOD market and we’re determined to make sure 7plus continues to deliver great content for viewers and even better results for clients.”

** Source: OzTAM BVOD CFTA Share. Calendar Year: 1/1-12/11/2020, Survey YTD: 9/2-12/11/2020. Live + VOD 7Day, includes co-viewing.*

*** Source: Australian Institute of Family Studies, Families in Australia Study: Life During COVID*

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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, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.