

Monday June 25, 2018

Seven West Media statement on tennis

From Seven West Media chief executive Tim Worner:

“We are very proud of the many ideas we brought to our Tennis coverage during our long partnership with the sport. I would like to pay tribute to the hundreds of Seven people who worked with such passion and pride on both sides of the camera over the years.”

“This deal is a great outcome for Seven, delivering a profit for our shareholders, and freeing us up to concentrate on making our coverage of cricket the very best that it can be.”

“We are now turning our full-time attention to the 70 days and nights of cricket we have coming up, kicking off with the Australian women’s T20 test against New Zealand straight after the AFL Grand Final on September 29.”

“And then it’s into the first of our historic summers of cricket, which will set new audience records, and give us a level of consistency and surety on our content for years to come.”

“The combination of Big Bash and Test Cricket, live and free, on Australia’s number one network gives us a powerful and unprecedented marketing platform for our own content and our advertising partners.”

End.

For more details:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia’s leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing, and online.

The company is the home to many of Australia’s leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including 7 News, My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.