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## **Seven turbo-charges programmatic capabilities across premium long-form video**

### **World-first integration of Lotame DMP and Telaria SSP**

Seven West Media (ASX: SWM) has announced a world-first integration of its Lotame Data Management Platform (DMP) and its Telaria Supply Side Platform (SSP).

By integrating the two platforms, Seven will deliver exponentially enhanced programmatic advertising solutions across its long-form premium video content.

The announcement is one result of SWM's significant investment in its audience intelligence and programmatic capabilities, and comes at a time when it is rapidly scaling its logged in user base. SWM has now introduced single sign on across mobile and web, and is seeing huge growth in its logged in, verified audiences thanks to the burgeoning success of its 7plus platform.

In recent months SWM has delivered an extraordinary run of major sporting events including the Rugby League World Cup, Australian Open, Winter Olympics and Commonwealth Games. Together they delivered over 270 million live streaming minutes, which, in addition to Seven's regular programming, helped it become Australia's number one FTA live streaming publisher in the year to date, by a considerable margin.

SWM's digital sales director James Bayes said: *"Premium Programmatic is increasingly the dominant form of transacting on long form video, with over 60% of Seven's BVOD inventory traded in this way. At the same time, clients are demanding more sophisticated targeting solutions to drive better outcomes in the most efficient way possible."*

*"Recognising these trends, we have brought our DMP and SSP together to make audience targeting available to our clients programmatically."*

*"We're proud to be the first in the world to bring Lotame and Telaria together in this way. It's really pushing the boundaries of digital video and audience targeting, and with almost three million users engaging with Seven West Media OTT products in April, we are now able to provide highly sophisticated programmatic targeting at scale."*

*"Seven owns, creates and delivers more long form premium video content than any other media company. The explosion of that content consumption across devices and screens, led by Connected TV, combined with Seven's unique Addressable TV capability, logged in user data and programmatic audience capability creates a powerful platform to connect with targeted audiences at scale."*

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*“Furthermore, we will shortly be announcing a number of strategic data partnerships to complement our high quality first party data capability. It’s all part of our commitment to ensuring clients can access the most intelligent targeting capabilities in their preferred way of trading,” Mr Bayes said.*

*Juliet Stead, VP of APAC, Telaria said, “We are delighted to be working with Seven as they push the boundaries of digital video and audience targeting. With programmatic increasingly becoming the dominant form of transacting on long form video, we are bringing a truly sophisticated technology offering that will see increased value for Seven as well as for their clients.”*

*Lotame's Client Success Director for Australia & New Zealand Anne Linchausen said: "Lotame has been a key piece of Seven West Media's data strategy since our partnership began. Our DMP enables the team to better manage and activate audience data for digital campaigns. We're excited about the integration with Telaria, as it enables SWM to take a leading position in the surging programmatic space in Australia."*

End.

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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.