

Wednesday September 26, 2018

Toyota AFL Grand Final to be live-streamed on Connected TVs for the first time in history

Australia's most watched TV network, Seven, today announced that it will make history by live-streaming Saturday's Toyota AFL Grand Final on select Connected TVs for the first time.

Seven will live stream all its Grand Final coverage to Telstra TV, Apple TV, Fetch TV, PlayStation 4 and compatible Android TV devices, which together account for over 70% of Seven's Connected TV live streaming.

Seven West Media's Chief Digital Officer Clive Dickens said: *"Today's announcement marks another ground-breaking landmark in the rapid evolution of Australian live and free-to-air television online."*

"Watching Seven on Connected TVs has exploded since we launched 7plus, making us the number one Commercial FTA Live Streaming BVOD operator in the market, and it is only right that we give our audiences what they want – the biggest and best sporting final of the year on more of the screens of Seven."*

Seven West Media's Chief Revenue Officer Kurt Burnette said: *"We're delighted to once again deliver live Addressable TV at real scale in a brand safe environment. As Professor Karen Nelson-Field's research shows, BVOD*, whether delivered on a Connected TV, computer or mobile device, delivers a significantly stronger sales impact for brands than the biggest online-only video platforms on their best performing screen, mobile."*¹

Connected TV key facts:

- 46% of all Australian households now own a Connected TV²
- BVOD live streaming numbers on Connected TV grew 122% YoY³
- 6.7 million Australians watched free-to-air TV online in July 2018⁴
- Almost 60% of Seven's streaming minutes were on connected TVs in August 2018⁵
- Seven has the highest share and total streamed minutes of live streaming on Connected TV in the Commercial FTA BVOD* market⁶

End.

Sources:

1 = [The Benchmark Series, Professor Karen Nelson-Field](#), commissioned by ThinkTV

2 = Think TV BVOD Fact Pack

3 = H1 2017 v H1 2018, Think TV BVOD Fact Pack Jan-Jun 2018

4 = OzTAM VPM, July 2018

5 = Live and VOD minutes OzTAM VPM

6 = OzTAM VPM

*BVOD = Broadcaster Video on Demand. Premium Long Form Live and VOD professionally produced and streamed in a brand safe environment.

For more details:

Stephen Browning
Head of Corporate Affairs, SWM
T: 0432 961 773
E: stbrowning@seven.com.au

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 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.