

Wednesday July 24, 2019

Armchair Experts breaks new ground as it expands to Broadcast Four’N Twenty joins as commercial partner

The Seven Network today announced that 7AFL’s hit social show *Armchair Experts* will be making its debut on broadcast television this Friday, 26 July, backed by new sponsor Four’N Twenty.

This marks the first time an Australian show that debuted on Twitter has expanded to broadcast television, signifying a breakthrough moment in the development of television formats in Australia.

Armchair Experts will be broadcast at 11.30 pm on Channel 7 and 7mate following Friday night AFL matches, joining the broadcast of the show on online platforms.

Armchair Experts has enjoyed enormous success since its launch at the start of the 2018 AFL Premiership Season, with millions of Australians having tuned in to see AFL superfan Cameron Luke and former AFL star and Brownlow medallist Adam Cooney’s analysis and commentary on the week in AFL.

Four’N Twenty joins PointsBet as the second partner of *Armchair Experts*, reaffirming the success and power of the format, and helping to launch *Armchair Experts* onto broadcast television for the first time.

James Bayes, Seven’s Network Digital Sales Director, said: *“Since kicking off last year Armchair Experts has surpassed all our expectations. Four’N Twenty coming on board as the second sponsor confirms the strength of the format, demonstrating our drive to give our partners new and exciting opportunities to reach their audiences.”*

“The broadcast of Armchair Experts on Seven following Friday night matches will bring a whole new audience to the show. It will deliver results that only Seven, with our original content, integrated across broadcast and digital, can achieve for our partners.”

Four’N Twenty will be integrated throughout both the social streams and broadcast. On Twitter, Four’N Twenty will be integrated into pre-roll inventory and integrated into Twitter Video Polls, and on Instagram with promoted polls. On both broadcast and social, Four’N Twenty will feature in product placement throughout *Armchair Experts*.

Anand Surujpal, Patties Foods General Manager Marketing & Innovation, said: *“Four’N Twenty are proud to be partnering with 7AFL and Armchair Experts in 2019. Four’N Twenty fans are fun, loyal and lovers of footy, just like Armchair Expert’s audience, so the partnership is a great fit. We hear from sports fans time and time again that they associate enjoying sport with holding a Four’N Twenty, this is exactly what we strive for – enhancing positive experiences. We are excited for that association to continue and expand with Armchair Experts.”*

Gary O’Keeffe, Seven’s Executive Producer – AFL, said: *“We’re thrilled to be bringing Adam and Cam to broadcast television, presenting Armchair Experts to an audience that we know*

will love it, straight after our Friday night AFL matches. Our commercial partners have seen great results so far, and their support allows us to take this exciting next step.”

Armchair Experts will be broadcast on Channel 7 and 7mate following Friday night AFL matches throughout the 2019 AFL Premiership Season, as well as continuing to be live streamed on 7plus, 7AFL Twitter and other social platforms.

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For more details:

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