

Monday, 16 December 2019

## Seven and Discovery Expand Partnership

Seven West Media and Discovery today announced an expansion of their partnership, with Food Network content migrating to 7flix from December 29, and premium true crime content joining 7TWO.

This extended partnership marks the next step in Seven and Discovery's relationship, with Discovery's premium content featuring in dedicated, branded programming blocks on 7flix and 7TWO, as well as a part of 7plus, Seven's award-winning BVOD service.

Commenting on the expanded partnership, Brook Hall, Seven's Director of Content Scheduling, said: *"We're thrilled to be stepping up our partnership with Discovery, to showcase their unmatched Food Network and premium true crime content across 7flix, 7TWO and 7plus."*

*"Discovery's content will continue to be a key component of our multichannel strategy in 2020. Both 7flix and 7TWO will feature premium Discovery content, strengthening their positions in the market."*

*"7plus will also benefit from our expanded partnership with Discovery, with Food Network and premium true crime content perfect for BVOD audiences."*

Food Network content migrating to 7flix includes *Restaurant Impossible, Buddy vs Duff, The Great Food Truck Race, Crazy Cakes* and *Spring Baking Championship*. Premium true crime content from Discovery joining 7TWO includes *Who Killed Jane Doe?, Beauty Queen Murders, Momsters: When Moms Go Bad* and *Deadly Intent: Murder Among Friends*.

Jeanneane McKay, Director of Lifestyle Content & Channels at Discovery said, *"We're delighted to build on our partnership with Seven, extending the reach of our popular Food Network and true crime content. There is a huge appetite for this content worldwide among female audiences, and their addition to the line-up for 7flix and 7TWO strengthens their positions among this key demographic."*

Beyond today's announcement, as announced at Seven's Upfronts in October, 7flix will be completely rebranded 2020 to focus on young female audiences and 7mate will be going HD, further strengthening Seven's leading multichannel strategy.

Ends.

For more details:

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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 comprises of some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix, 7food network and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and production powerhouse Seven Studios. Home to iconic brands such as My Kitchen Rules, House Rules, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.

**About Discovery**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; digital-first and social content from Group Nine Media and a strategic alliance with the PGA Tour to create the Global Home of Golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit [www.corporate.discovery.com](http://www.corporate.discovery.com) and follow @DiscoveryIncTV across social platforms