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Seven unveils Olympic Games Tokyo 2020 sponsors

Huge brand support sees Seven surpass Rio ad revenue

As the clock ticks down to the Opening Ceremony of the world's biggest cultural event of the decade, Seven West Media is proud to announce its broadcast partners and sponsors for the Olympic Games Tokyo 2020.

Toyota, Woolworths, Optus and McDonald's join Seven's live and free coverage as broadcast partners, with Harvey Norman, AAMI, and HP joining the most anticipated Olympics ever as broadcast sponsors. Local state sponsors include People's Choice Credit Union and LiveLighter®. A number of additional large sponsors have been signed but cannot be named at this stage.

As brands look to have their messages placed at the forefront of Tokyo 2020, commercial interest in Seven's coverage is at an all-time high, with ad sales surpassing that of Rio 2016 Olympic Games.

Seven West Media Chief Revenue Officer and Director of Olympics, Kurt Burnette, said: "With less than a fortnight until the starting pistol is fired for a historic Tokyo 2020, we are delighted by the response so far to our most comprehensive coverage of the Olympic Games Tokyo 2020 across multiple platforms. We are particularly thrilled at the number of new and returning brands that have flocked to the event, recognising the significance and power of this unique moment in time.

"Tokyo 2020 will bring Australia together in huge numbers. With an Australian-friendly time zone, it will be prime time all the time on Seven, with high-impact and high-demand inventory active across the 17 days of the Olympics and 16 days later for the Paralympics Games.

"We are implementing interactive and innovative ad formats to create deeper connections for brands and our audiences throughout Tokyo 2020 and beyond. 7REDiQ will power deep understanding and insights into our audience. Our Enhanced Audience and Viewer Experience [E.A.V.E] will create data-enabled ad experiences that make advertising more personal, valuable and enjoyable, and produce more effective results for advertisers. 7ACT allows brands to insert dynamic QR codes into video assets and create unique, customised experiences that drive action," he said.

For the first time, Seven will provide clients with total audience delivery reporting, delivering complete audience data on broadcast and digital elements of their campaigns. Tokyo 2020 is also the first Olympics set to be reported on by VOZ, which will deliver never-seen-before insight into cross-platform audience delivery.





Media Release

Mr Burnette said: “Tokyo 2020 will be the biggest digital media event in Australian history and records will be broken in the sporting arena and in TV and digital audience numbers.

“With so many individual events, the Olympic Games is a proven environment that attracts all sports fans and casual viewers. It’s the perfect platform for brand awareness and performance where advertisers can activate huge brand campaigns, target and reach hard-to-find audiences at scale, and help drive genuine business results.”

Ahead of Tokyo 2020, Seven launched a \$1 million contest to crown the best ad shown during of the event as voted by the public. Further details are available at www.inside7.com.au/favourite-ad-of-the-games

Seven’s coverage of the Olympic Games Tokyo 2020 will include 45 dedicated Olympics channels across Channel 7, 7mate and [7plus](http://7plus.com.au), all free and in HD. In addition, 7NEWS.com.au will be the #1 online destination for Olympic news, updates and insights.

7plus.com.au/olympics

Olympic Games Tokyo 2020 23 July to 8 August Paralympic Games 24 August to 5 September Tokyo 2020 live and free on Seven and 7plus

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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 is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia’s leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.

