



Seven announces partnership with Optus

Seven integrates with Optus for live and video on demand streaming data free for eligible mobile customers across upcoming major sports on Seven

Seven – Australia’s most-watched broadcast television network – and Optus today confirmed a new partnership across the Screens of Seven.

The partnership delivers four months of video on demand streaming “data free” for eligible Optus Postpaid mobile customers, launching with Seven’s coverage of the Australian Open Tennis, the Olympic Winter Games and the Commonwealth Games on the Gold Coast across January – April 2018 on 7Tennis, Olympicson7 and 7CommGames apps.

Commenting, Clive Dickens, Seven’s Chief Digital Officer, said: “This is a significant partnership for the network coming at a time when we launch into an unprecedented wave of live sport, right across the Screens of Seven. OTT video consumption is exploding.

“Australian audiences will experience a breadth and depth of coverage that they’ve never had access to before. Working with Optus to give consumers access to stream this remarkable calendar of sporting events data free, is a huge win for sports fans right across the country.”

Commenting, Kurt Burnette, Seven’s Chief Revenue Officer and Event Director, Olympic Games and Commonwealth Games, said: “Seven is the home of the biggest events in sports over the coming months and we are committed to bringing these events to all Australians across every screen and every device. We are pleased to be working closely with Optus across our broadcast and digital coverage for the Australian Open, the Olympic Winter Games and the Commonwealth Games.”

Optus’ Managing Director of Marketing and Product, Ben White, said: “Optus’ partnership with Seven further expands our wide range of exciting entertainment options available to Optus customers, giving them access to more than 3000 hours of the best live-action sporting events on offer in Australia this summer, all streamed data-free.”

Seven is focused on delivering the biggest sports events to all Australians. Seven is the network of the Australian Football League and the Olympic Games. Seven's long-term partnerships confirm the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its digital broadcast television channels and accelerate coverage across online, mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sport builds on the network's unprecedented agreement with the International Olympic Committee. Following its coverage of the Games of the XXXI Olympiad in Rio de Janeiro in 2016, Seven will be the network of the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Seven is also the home of the Commonwealth Games on the Gold Coast in 2018. Seven will launch 2018 with The Australian Open across the Screens of Seven.