



## **Seven appoints Digital Executive Producer - Seven Sport to accelerate Seven's sports OTT strategy**

7 November 2017 -- Seven today confirmed the appointment of Paul Moore as Digital Executive Producer - Seven Sport.

The appointment adds further depth to Seven's digital content team as it delivers the biggest sports events over the coming eighteen months. Moore will lead the sports OTT strategy and digital content production for Seven's expanding multiple screen coverage of its major sports franchises and live events.

Moore will be a key member of the team working across Seven's rapidly accelerating moves into over-the-top digital content delivery, including the network's live sports coverage beyond broadcast television and the forthcoming launch of 7plus later this month, with Seven delivering growth via its total video assets across OTT, social and broadcast.

Moore joins Seven from Tennis Australia where he is currently Head Content Producer. Prior to his appointment to Tennis Australia, he was Director Digital for the WTA Tour. He has also been a content manager for itv.com in the UK.

Saul Shtein, Seven's Head of Sport, said: "We are looking forward to Paul leading our content beyond television and across all the Screens of Seven. We are about delivering the biggest events in sports to all Australians and over the coming twelve months, you will see us further build on our leadership in sports across every device."

Clive Dickens, Seven's Chief Digital Officer, said: "More than 11 million Australians consume sport online every month, and during 2018 we expect millions of those to be streaming and sharing the exclusive premium sports content from Seven West Media. We are thrilled that Paul is joining to lead the digital content team for the Australian Open, the Olympic Winter Games, the Commonwealth Games and beyond."

Paul Moore said: "Sport has always been a major part of my life, and the opportunity to join Australia's premier sports network represents an exciting challenge - particularly with the rapid pace of change across both television and digital platforms."

## **Seven Delivers Leadership in Sports**

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 new agreement with the International Olympic Committee. Seven is 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 the Commonwealth Games on the Gold Coast in 2018. Seven is also the network of the Rugby League World Cup in 2017

Seven's agreements for the Olympic Games, Commonwealth Games on the Gold Coast, the Rugby League World Cup and the World Swimming Championships join the company's long-term commitment to the National Football League, including the Super Bowl, The US Masters and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, and the local Australian Rules Football competitions the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Stradbroke Handicap, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in Rugby, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup. Seven also has all-encompassing rights to swimming in Australia and is the network of the Australian Swimming Championships.