



Seven appoints Digital Sales Director (OTT Video)

Seven to launch new 100% owned total video OTT product in coming months

13 September 2017 -- Seven today confirmed the appointment of James Bayes as Digital Sales Director (OTT Video).

Bayes 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 Seven's new over-the-top business later this year.

Bayes joins Seven from Unlockd in New York, where he is Senior Vice President, International Business Development, overseeing that company's international expansion into subscription video on demand and OTT. Prior to joining Unlockd in 2015, Mr Bayes was Head of Digital Sales and Operations at Southern Cross Austereo. Bayes has also held key roles in advertising and media buying agencies as Communications Manager at Starcom Mediavest in Australia and in digital planning and media buying at Agency Republic and OMD in London.

Seven is moving into delivering its total video assets across OTT, social and broadcast and recently confirmed the forthcoming launch of a 100% Seven owned and operated OTT product. This will also provide a catalyst for the company's further moves into the rapidly expanding total video market.

Kurt Burnette, Seven's Chief Revenue Officer, said: "As the market leader in long-form content creation and the aggregation of audience, digital expertise is critical to our "total video" strategy across screens. To do that we need the very best people. We have searched far and wide to find the best possible person to deliver on that strategy and as such I am delighted to welcome somebody of James' calibre to the team. Our aim is to change the game in total video for consumers and advertisers, and James is exactly the person to help us do that."

Clive Dickens, Seven's Chief Digital Officer, said: "Over the past 12 months, Seven West Media teams have delivered over 100 per cent YoY growth in our O&O digital revenue off the back of some outstanding digital products, premium content and live sports events. The opportunity to work with James to accelerate this monetisation is extremely exciting."

James Bayes said: "I'm thrilled to be joining the Seven West Media team to help drive the next phase of their total video strategy, bringing the best screen experiences to both consumers and advertisers. Seven West Media's vision for connecting consumers to premium sporting environments and market leading content brands across screens is world class. With the upcoming Rugby League World Cup, Australian Open, Gold Coast Commonwealth Games and Olympic Winter Games and the launch of our new OTT product, I look forward to helping our partners leverage Seven West Media's market leading products and environments to tell their stories and achieve results across screens. There's a lot to be excited about."

Bayes takes on his new role late September.