



Media Release

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Seven drives smarter brand sponsorship with 7Impact

eBay is launch partner for enhanced viewer experience

Seven West Media today revealed 7Impact, the latest sponsorship opportunity as part of its Enhanced Advertiser and Viewer Experience (E.A.V.E).

7Impact offers brands the opportunity to own a program in the extensive range of first run and library content on the market-leading [7plus](#) platform, with an exclusive sponsorship that rewards repeated viewing with less interruptions, delivering an enhanced viewer experience.

Using a custom branded “bumper”, personalised through insights and addressability powered by 7REDiQ, 7Impact informs users who have watched two consecutive episodes of the same show in a row that there will be reduced ad breaks during the next episodes, thanks to the advertiser’s sponsorship. From three episodes on, the sponsor has complete ownership of ad breaks with its custom bumper and brand TV commercial.

Seven West Media Network Digital Sales Director, Nicole Bence, said: “7Impact is the next step in our mission to create rich and engaging ad experiences that put the viewer first.

“By seamlessly integrating creative and contextual brand messages in a way that engages the viewer by rewarding their behaviour, we can create meaningful relationships between brands and their audiences that deliver proven results. Better still, the exclusive 7Impact sponsorship enables brands to cut through the clutter and engage audiences.

“This is the latest step in our E.A.V.E initiative, which is designed to deliver creative and engaging solutions to advertisers while improving the experience of our digital offering,” she said.

7Impact has been launched in partnership with MediaCom and eBay, which has signed as launch partner.

Rebecca Newton, Acting Head of Marketing at eBay Australia, said: “As Australia’s number one shopping site, we understand the importance of a clean and simple user experience. We’re excited to partner with Seven to launch 7Impact, enabling us to more effectively engage with viewers as they stream their favourite content.”

MediaCom Head of Digital, Minsun Collier, said: “MediaCom is delighted to be partnering with eBay and Seven with the launch of 7Impact. This is an innovative way for Seven to deliver a superior experience for their audiences and, as a result, purposefully aim to drive better results for the brand associated. For us and eBay, it is a great way to continue our test and learn principles as audience viewing habits evolve and the content delivery methods continues to optimise to better meet their needs.”

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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.