



Media Release

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Seven launches 7Interactive Australian-first interactive ad collaboration with BrightLine puts viewers in control

Seven West Media has joined forces with BrightLine, a leader in interactive connected TV ad solutions, to let viewers explore advertisers' branded content through their remote control or video game controller while watching [7plus](#).

The Australian-first 7Interactive ad solution puts [7plus](#) viewers in control of their ad experience, allowing them to easily explore more content from a brand through a connected TV.

7Interactive unites viewers who want to know more about an on-screen brand's product or service, with premium content housed on [7plus](#).

The new product suite is the latest innovative addition to Seven's Enhanced Advertiser and Viewer Experience (E.A.V.E.) initiative.

Seven West Media Network Digital Sales Director, Nicole Bence, said: "7Interactive is a premium advertising experience that gives viewers the choice over the commercial content they consume on [7plus](#).

"Our collaboration with BrightLine transforms advertising into a dynamic, full-screen immersive experience that drives deep engagement with brand content and lifts brand consideration and purchase intent. It gives marketers an easy way to weave new and existing assets into rich, dynamic ads to maximise engagement through connected TVs.

"E.A.V.E. is at the core of our approach to innovative ad experiences that make advertising more enjoyable, engaging and brings brands to life through interactive storytelling. 7Interactive takes personalisation to the next time in a one-stop solution that lets viewers click 'OK' on their remotes to access premium content relevant to them," she said.

BrightLine CEO, Jacqueline Corbelli, said: "Partnering with Seven West Media marks a first for BrightLine in extending the standard-setting interactive and dynamic ads we bring to the TV screen in the US to Australia. Surging connected TV viewer adoption and brands' demand for new ways to engage audiences has become a global phenomenon. This is the right partnership at the right time, and we're thrilled to be a part of it."

Viewing on connected TVs accounts for over 70% of the content watched on [7plus](#). With more than 9.2 million registered users, up 44% since before the Olympic Games Tokyo 2020, [7plus](#) offers marketers an unparalleled amount of data and meaningful insights via the 7REDiQ platform.



7Interactive follows the launch in April of 7ACT, which allows advertisers to dynamically insert QR codes seamlessly into video assets, enabling marketers and content creators to showcase specific products, offer relevant information and provide contextual shopping opportunities.

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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.

