



Twitter, Seven Network and Victoria Racing Club announce live stream of the 2017 Melbourne Cup Carnival

SAN FRANCISCO and SYDNEY, 23 October, 2017 -- Twitter, Seven Network, and the Victoria Racing Club (VRC) today announced a deal to live stream the 2017 Emirates Melbourne Cup to an Australian and global audience. Twitter and the VRC collaborated in 2016 to stream the Emirates Melbourne Cup, and have expanded the partnership in 2017 with additional live content.

As well as 'the race that stops a nation'[™], this year Twitter users can look forward to a live stream of the marquee races of AAMI Victoria Derby Day, Kennedy Oaks Day, and Emirates Stakes Day, live and free to Twitter users in Australia.

In addition to live and free broadcast coverage across the Seven Network, the live race streams will also be available to logged-in and logged-out users on Twitter and connected devices. Fans will be able to access the live streams at melbourncup.twitter.com, via the free 7live App and 7live.com.au website or on @FlemingtonVRC and @7HorseRacing.

Twitter will also feature additional premium highlights from the Melbourne Cup Carnival, including the racing action, fashion and celebrities, and a range of behind the scenes action.

"Twitter is where the world of sport is happening every single day, and Australian sporting events don't come more iconic than the Emirates Melbourne Cup," said Suzy Nicoletti, Twitter Australia's Managing Director. "Live streaming the race that stops a nation was a huge success for us in 2016, with double the number of Tweets on the previous year, and #MelbourneCup trending number one in 12 countries, so we can't wait to go bigger and better in 2017."

"We were thrilled to partner with Twitter to stream the Emirates Melbourne Cup to a worldwide audience last year, and we're excited to be expanding this partnership in 2017, creating a truly global channel, ensuring anyone, anywhere can watch the Emirates Melbourne Cup, " said Victoria Racing Club Executive General Manager Commercial Operations, Nick Addison. "By leveraging the power of Twitter's enormous real-time platform for reaction, commentary, analysis, and more, this partnership will again let Twitter users watch Seven Network's exceptional production and interact with the action on and off the track as it happens."

Patrick Moloughney, Seven's Network Director of Sport Sales, said, "Packaging the thrill of 7Sport's expert coverage with even greater amplified content of the color, movement and style that is the Melbourne Cup Carnival has allowed brands to get closer than ever before. In a combined 7Sport and Twitter offering, the packaging and partnership is a fine example of organisations collaborating to offer brands and consumer a heightened user experience."

The live stream and highlight clips on Twitter will also include advertising packages with TV-style ad spots and pre-rolls. Content sponsors will include Tabcorp, Lexus and AAMI.

The 2017 Melbourne Cup Carnival live stream on Twitter schedule is as follows:

- *AAMI Victoria Derby Day - AAMI Victoria Derby*: 3:50pm AEDT, Saturday 4 November 2017 (Australia only)
- *Emirates Melbourne Cup Day - Emirates Melbourne Cup*: 3pm AEDT, Tuesday 7 November 2017 (available globally)
- *Kennedy Oaks Day - Kennedy Oaks*: 5pm AEDT, Thursday 9 November 2017 (Australia only)
- *Emirates Stakes Day - Emirates Stakes*: 4:55pm Saturday 11 November 2017 (Australia only)

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About Twitter

Twitter, Inc. (NYSE: TWTR) is what's happening in the world and what people are talking about right now. On Twitter, live comes to life as conversations unfold, showing you all sides of the story. From breaking news and entertainment to sports, politics and everyday interests, when things happen in the world, they happen first on Twitter. Twitter is available in more than 40 languages around the world. The service can be accessed at twitter.com, on a variety of mobile devices and via SMS. For more information, visit about.twitter.com or follow @twitter. For information on how to download the Twitter and Periscope apps, visit twitter.com/download and periscope.tv.

About VRC

Host of the Melbourne Cup Carnival, the Victoria Racing Club at Flemington is the world's largest member-based racing club, with more than 30,000 members. Regarded as the world's most vibrant racing event, the Melbourne Cup Carnival is a uniquely Australian celebration of sport, fashion, food and wine and culture, attracting more than 300,000 racegoers to Flemington Racecourse over four magical racedays each year. The jewel in the Melbourne Cup Carnival crown is the Emirates Melbourne Cup, a 3200m Group 1 staying race, one of the world's richest, offering A\$6.25 million in prize money.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with four broadcast channels, Seven, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past ten years. The network also dominates across breakfast and morning television.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its digital broadcast channels and across an array of mobile and social platforms.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO, 7mate and 7flix, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.

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 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. 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 also the home of the Commonwealth Games on the Gold Coast in 2018.

Seven's agreements for the Olympic Games, Commonwealth Games on the Gold Coast and the World Swimming Championships join the company's long-term commitment to the National Football League, including the Super Bowl, The 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.