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Australia's Olympic Network

Seven partners with Samsung to deliver 100 hours of live and on demand virtual reality and 360 video from the Olympic Games

The Seven Network and Samsung Electronics Australia today announced a new way for consumers to experience the excitement of the Olympic Games.

For the first time ever, Virtual Reality (VR) and 360-degree video will be available to selected Samsung Galaxy smartphones compatible with Samsung Gear VR via the '7Rio VR 2016' app. Selected daily highlights on demand will also be available via facebook.com/7olympics.

The '7Rio VR 2016' app will offer up to 100 hours of VR and 360° programming and include the Opening and Closing Ceremonies, men's basketball, gymnastics, track and field, beach volleyball, diving, boxing and fencing as well as highlight packages of those sports.

Kurt Burnette, Event Director, Olympic Games and Chief Revenue Officer, Seven West Media, said: "These Olympic Games will be accessible to every Australian and promise to be the largest aggregated audience ever seen across platforms and screens. The Games content delivered and curated by Seven will be seen, heard, shared and discussed in many new ways with Seven as the driver. We are delighted to be working with Samsung to add another new dimension of content immersion to our coverage of the Olympic Games. Our move into virtual reality with Samsung was purposely created to bring Australians closer to the Games than ever before with 100 hours of virtual reality and 360° video. This move further underlines Seven's commitment to innovation and our mission to increase our content's presence in new forms of delivery."

Clive Dickens, Chief Digital Officer, Seven West Media, said: "At Seven, we deliver engagement and value from powerful storytelling and during August, some of the world's most powerful stories will emerge during the Olympic Games. Our virtual reality and 360° partnership with Samsung will be experienced by 100,000s of connected Australians, many of whom will have the opportunity to experience live virtual reality sports events for the very first time."

With its innovative Galaxy smartphones, Samsung has made virtual reality accessible to people all over the world when paired with the Samsung Gear VR headset. Capable of immersing the viewer in any environment, the mobile VR experience will enable Australians to travel to the Rio 2016 Olympic Games without leaving their home.

The untethered, fully-immersive 360-degree content also enables people to enjoy an ever-growing library of premium and entertaining games, apps, photos and videos wherever they are.

"We are thrilled to work with Channel Seven on this first-of-its-kind endeavour, connecting fans right to the action in Rio, powered by 360-degree storytelling, virtual reality and our Galaxy phones," said Phillip Newton, Corporate Vice President and CMO Samsung Electronics Australia.

Key features of the official VR Olympics app, 7Rio VR 2016 include:

- Experience Virtual Reality and 360° video of up to 100 hours of live events from the Rio 2016 Olympic Games on selected compatible devices
- Relive daily highlights of amazing moments in VR and 360° video
- Choose between multiple camera angles on live streams of selected sports
- Share highlights on your social media channels
- Watch 360° video without the need for goggles

For more information on Samsung's Olympic VR offering visit: 7rio2016.com.au/articles/seven-and-samsung-partner-rio-virtual-reality or go in store to experience the VR first hand.

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Footnote: Gear VR is compatible with Samsung Galaxy S7, S7 Edge, S6, S6 Edge, Note 5, or S6 Edge+

About Samsung's Involvement in the Olympic Games

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications platform, called Wireless Olympic Works (WOW), and mobile devices. These innovative mobile phone technologies provide the Olympic Family with real-time, user location-based information service, interactive communications, and Samsung Pay. Samsung hosts various Olympic campaigns to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its innovative mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016, PyeongChang 2018, and Tokyo 2020.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, opening new possibilities for people everywhere through relentless innovation and discovery. For the latest news, please visit the Samsung Newsroom at news.samsung.com.

Seven and the Olympic Games

Seven is set to deliver the most technologically advanced coverage of any event to all Australians with its all-encompassing coverage of the Olympic Games in Rio. The Olympic Games in Rio are the first Games for Seven as part of an historic, long-term agreement for all-encompassing coverage of the Olympic Games over the coming decade. Seven's agreement with the International Olympic Committee delivers free broadcast television and premium television rights, and expands beyond television to Seven's online and mobile, and other platforms, including social.. Seven has also secured radio broadcasting rights.

Under the unprecedented new agreement, Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven will create and deliver the most comprehensive, technologically advanced, multi-platform coverage of the Olympic Games to all Australians. We are ready. The Olympic Games will be a remarkable platform for Seven as we continue to move forward as a media company, developing new content and building new businesses which will drive our future as Australia's leading integrated media and communications business.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven –, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past ten years. 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 three digital broadcast channels and across an array of platforms, Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

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 and 7mate, Pacific Magazines, West Australian Newspapers and Yahoo7, and the biggest content brands including My Kitchen Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto, the West Australian, Presto and PLUS7.