

## Seven appoints Head of Content Sales

The Seven Network today announced the appointment of Richard Henson as Head Of Content Sales.

This newly created role underlines Seven's increasing commitment to the development and distribution of its programming content and will report to Therese Hegarty, Director of Content Distribution.

Seven is a recognised leader in the development and production of Australian television content and currently manages its content distribution through a combination of direct sales in addition to significant distribution relationships with various distribution partners. Seven's original formats and produced programmes are sold into more than 130 markets around the world.

In the role as Head of Content Sales, Mr Henson will manage the sales and distribution arrangements of Seven's significant and rapidly growing catalogue of content rights. Richard comes to Seven from his current role as APAC Regional Director, Program Sales and Consumer Products for Discovery Networks International.

Prior to his time at Discovery Networks, Richard has held various sales, strategy and communications roles within the Australian media landscape for companies such as Nickelodeon, MCN, OMD and Universal McCann.

Commenting on the appointment, Ms Hegarty said: "I am delighted that we have secured someone of Richard's calibre to join our team. As both our content catalogue and the aligned revenue streams grow we need the right people in place to maximize opportunities - and we are hugely excited that Richard is coming on board to do just that."

Mr Henson said: "I am thrilled to be joining the team at Seven. The quality of Seven content is world class and the opportunity to contribute to distribution strategy and revenue growth was too good to pass up."

### **About Seven Network**

Seven is Australia's most-watched broadcast television platform. 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, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

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, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, House 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 and PLUS7.