



Seven increases reach and revenue of #AusOpen highlights with Twitter Amplify

Tennis fanatics can catch Seven West Media's live and exclusive video highlights from the #AusOpen, on Twitter

Sydney, 13 January, 2017 — Twitter and Seven West Media today announce a new partnership to extend the action from the Australian Open tournament.

Building on Seven's existing use of Twitter as a key distribution platform, this exciting partnership will enable Seven to deliver and monetise exclusive Tweet video highlights and content from the #AusOpen through @7Tennis to give tennis lovers access to live and exclusive video highlights from the tournament.

Through Twitter's Amplify product, video Tweets shared by Seven will include a replay of on-court action at the #AusOpen, with a short pre-roll ad from sponsors including ANZ, Kia, Campari, Gold Coast Organising Committee, This Australian Life and William Hill.

Blackmores, a content sponsor for this year's #AusOpen, is further harnessing the power of Twitter by working with Seven to create and Tweet a range of bespoke conversational videos.

"Twitter is where sports lovers come to witness and relive their favourite moments, and there's nothing more iconic than the Australian Open. By working with Seven, we can bring them more reach and revenue for the best moments from their premium coverage of one of the biggest tournaments in sport," said Laura Froelich, Head of Sports Content Partnerships at Twitter.

"At Seven we believe that T.V. now stands for Total Video and Twitter is an essential platform of our 7everywhere product and strategy. Consumers can experience our exclusive live sports content on their device and platform of choice and our Partners and Sponsors messages follow our Premium content everywhere," said Clive Dickens, Seven West Media's Chief Digital Officer.

After a successful global live stream of the Melbourne Cup in 2016, Twitter has a number of new live streaming and content experiences in sport planned for 2017, including the recently announced PGA Tour, all designed to deliver a truly unique experiences for users.

About Twitter

[Twitter](#), Inc. (NYSE: TWTR) is what's happening in the world right now. From breaking news and entertainment to sports and politics, from big events to everyday interests. If it's happening anywhere, it's happening first on Twitter. Twitter is where the full story unfolds with all the live commentary and where live events come to life unlike anywhere else. 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](#).

7Tennis

7Tennis will live stream Seven's coverage of The Australian Open and Seven's Summer of Tennis and also stream matches on courts beyond Seven's television coverage. There will be up to 16 live streams of courts at the Open coupled with streams of press conferences and short-form VOD (video-on-demand) content including highlights and archival footage, photo galleries, a social wall with Twitter and Facebook, live scores and results from all matches, player profiles and exclusive produced content beyond Seven's internationally recognised broadcast.

The Australian Open Tennis Experience

During The 2016 Australian Open, Australian audiences were able to not only choose between matches on Seven and 7TWO, they also had the option of watching one of 16 matches during the day and three at night through smart TVs, mobile, tablet and IOT devices. Around one third of regular viewers of The Australian Open accessed some tennis content on digital platforms every day. There were over 7.4 million streams, with over 40 million minutes of streaming during the Australian Open Series. On social media, global reach hit 21.7 million on Facebook and 7.8 million on Twitter.

The Melbourne Cup Experience

Seven and Yahoo7 enjoyed a record-breaking run for The 2016 Melbourne Cup - with more than 575,000 streams across the day, up 18% on Melbourne Cup Day in 2015.

The Olympic Games Experience

More than 18 million Australians watched all or part of the Rio Olympic Games across Seven, 7TWO and 7mate, Seven delivered 37.7 million live and VOD streams with a total viewing time of 325 million minutes, and an additional 73.8 million social video views. Facebook delivered 46.4 million social video views of Seven's coverage, YouTube delivered 15.9 million views of Seven's coverage, Twitter delivered 6.5 million views of Seven's coverage and Snapchat delivered 5.0 million video views of Seven's coverage. Across the screens of Seven, Australians viewed 20.7 billion minutes of coverage.

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, 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, Royal Ascot 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.