

Official Broadcaster



Seven launches 7Live for the Paralympic Games

Seven to deliver all-encompassing coverage across multiple platforms for the 2016 Paralympic Games in Rio

Seven is set to create and deliver a comprehensive and technologically advanced coverage of the Paralympic Games in Rio to all Australians across multiple platforms.

Building on its coverage of the Olympic Games, Seven will deliver live coverage of the Paralympic Games on broadcast television and through the network's digital products. This will be Seven's first Paralympic Games.

Tim Worner, CEO and Managing Director of Seven West Media, said: "We are delighted to be able to bring this extraordinary event to all Australians. The Paralympic Games take sports to a new level, they inspire and we take with great pride our responsibility to provide the Games to all Australians across all forms of delivery platforms."

Commenting, Kurt Burnette, Event Director, Olympic Games and Commonwealth Games, said: "We will deliver a coverage that takes every moment of the Paralympic Games to all Australians across a range of digital devices. We take great pride in our partnership and our newly formed agreement as a key sponsor of the Australian Paralympic Team. We look forward to working with them and our marketing and advertising partners in broadcasting an inspiring event in September. We are backing in great Australians."

Seven will broadcast the Paralympic Games on 7TWO and across the Screens of Seven with 7Live. It all begins with the Opening Ceremony from the Maracana Stadium in Rio at 7:00am, AEST on 8 September. A key component of Seven's commitment to coverage of the Paralympic Games across television and connected devices is the launch today of a new free app: 7Live featuring the 2016 Rio Paralympic Games.

Commenting, Clive Dickens, Seven's Chief Digital Officer, said: "The extensive broadcast and digital coverage of the 2016 Rio Paralympic Games will be showcased via a new set of digital products - '7live featuring the Paralympic Games' - and we are really excited to showcase the extraordinary talents of these inspirational athletes."

The new app is created and developed as part of Seven's suite of digital products for iPhone, Android and the web. It is available from today in the app store, Google Play or at www.7live.com.au. It will include a live simulcast stream of 7TWO's extensive and exclusive coverage of the Paralympic Games along with medal tallies, profiles of the Australian athletes and video on demand highlights.

The live streaming of Seven's coverage will also be available on multiple devices through PLUS7 and the 7Tennis app. Seven will also be delivering coverage and engaging with fans via 7TWO's social channels on Facebook, Twitter and YouTube.

All of Seven's content will be free to all users on all devices.

Seven's agreement with the Australian Paralympic Committee delivers free broadcast television and premium television rights, and expands beyond television to Seven's digital platforms. Seven is creating a model to deploy its Paralympic Games content and coverage across an array of platforms – each leveraging, complementing and extending the network's broadcast television coverage. Seven's plans for enhanced digital viewing for its coverage of the Paralympic Games builds on the success of the network's digital television coverage of The Olympic Games in Rio.

7Live featuring Paralympics

Product Features

- 7TWO's coverage of the Rio 2016 Paralympic Games
- 7Live features all the Channels of Seven available 24/7 for streaming (channels are also available in 7tennis and PLUS7)
- EPG information and one click to view
- VOD Highlights available for catching up
- Medal Tally
- Australian athlete profiles
- Search for 7Live on iOS and Android (smartphones and tablets) and go online at 7live.com.au
- Keep up to date by following us on Facebook, Twitter and YouTube