



Seven West Media and Yahoo7 sign partnership with Google

Multi-year global deal to deliver Seven's content on YouTube

7 March 2016 --- Seven West Media – Australia's leading integrated media and content creation company – today announced the signing of a global multi-year partnership with Google that extends and delivers Seven's market-leading content across YouTube.

This new agreement allows Seven and Yahoo7 to reach YouTube, growing global mobile-first audience via distribution of existing and new content and the creation of new branded channels

"We're thrilled that fans of Seven West Media's great programming around the globe - from Home and Away followers in Ireland to My Kitchen Rules fans in Estonia - will now be able to keep up to date with their favourite characters on YouTube," said Google Australia managing director Maile Carnegie. "There's such a big opportunity for Australian producers to engage their viewers online and on mobile, bring in new global audiences, and experiment with new formats, and it's great to see Seven West Media leading the way on this locally."

Therese Hegarty, Director - Content, Distribution and Rights for Seven, said: "This is an exciting step in Seven's delivery of owned content anywhere, anytime to global audiences and our partnership with YouTube supports our growing investments in content creation."

Ed Harrison, CEO of Yahoo7, said: "Advertisers' appetite for high quality video is strong and continues to grow. Increased distribution of our local content through YouTube will assist us in meeting this growing demand."

The new agreement also encompasses Yahoo7 short-form AVOD Australian content, Seven's premium sports portfolio, including 7tennis and 7 Olympic Games multi-platform coverage, and short-form video content from Seven West Media's market-leading publishing businesses, including The West Australian and key brands in Pacific Magazines' portfolio.

Commenting, Kurt Burnette, Seven's Chief Revenue Officer, said: "Our planning is driven by ensuring we continue to secure the audiences advertisers are seeking, no matter how or where our audiences engage with our content. Our new agreement with YouTube provides an extraordinary opportunity for us to combine the power of broadcast TV with the dynamics of digital to create and deliver significant marketing partnerships with advertisers seeking to engage with our audiences across any device at any time."

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with four broadcast channels, Seven, 7TWO and 7mate, 7flix and racing.com - continues to lead in primetime, building on its market-leading performance over the past nine 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 three digital broadcast channels and across an array of mobile and social 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 its 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, 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

About YouTube

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube is a Google company. YouTube Media Contact: press@youtube.com