



Media Release

ESPN NAMES SEVEN WEST MEDIA AS ITS EXCLUSIVE ADVERTISING REP IN AUSTRALIA

ESPN, the leading global sports brand, has appointed Seven West Media as its television advertising sales representative in Australia as ESPN looks to expand advertising sales solutions in the region across its growing networks.

ESPN Australia is a multi-channel, multi-media lineup including ESPN, ESPN HD, ESPN2, ESPN2 HD and ESPN3.com. The channels deliver fans a diverse portfolio of major global sporting events and properties, as well as locally-relevant content on the FOXTEL platform. ESPN's 24 hour broadband sports network - ESPN3.com - delivers even more live streaming sports to fans who get ESPN on TV.

"We've got a fantastic, engaged and passionate sports audience in Australia, which is growing significantly" said Haydn Arndt, General Manager, ESPN Australia and NZ. "We're looking forward to working with Seven West Media, Australia's leading media sales company, to deliver great solutions for brands that want to reach sports fans through our respected, industry-leading content."

Added Kurt Burnette, CRO, Seven West Media "Sport is a key part our strategy as we continue to build audience across our existing and new delivery platforms. ESPN is a leading global brand that gives us more people and greater reach by connecting with the often elusive male demographic. We already have the best of Australian sport, now we also have the best of the World. Combined with the power of Seven West Media including existing synergies with events like the NFL, now all available to buy in one place, it delivers an extraordinary platform for our marketing and advertising clients."

The appointment comes as ESPN has seen success and strong growth across its television and digital media business in Australia over the past several years. 2013 was the most viewed year on record for ESPN in Australia (M18-34 demo; +28% from 2012) and the positive trend has continued into the present year, with 2014 delivering the best second quarter ratings performance ever for the network (M18-34). The 2014 NBA Finals (San Antonio Spurs vs. Miami Heat) ranks as the #1 NBA Finals series ever on ESPN in Australia with the M18-34 audience and other key male demographics. ESPN's audience for the NFL's Super Bowl has also climbed significantly in recent years (+236% growth from 2010 to 2014) with the 2014 Super Bowl ranking as the #1 program on record across the ESPN networks.

ESPN is also the leading digital sports publisher in Australia behind brands such as ESPN.com, ESPNcrinfo, ESPN FC, ESPNscrum and ESPNfootytips.

About Seven: Leadership in Sports

Seven is focused on delivering the biggest sports events to all Australians. Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018, the Games of the XXXII Olympiad in Tokyo in 2020. There is also an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024. And Seven's agreement for all-encompassing coverage of the Commonwealth Games on the Gold Coast in 2018 builds on this long-term commitment to the Olympic Games and Olympic Winter Games, and joins the National Football League, including the Super Bowl, The US Masters 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, V8 Supercars including the Bathurst 1000, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Magic Millions, the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including the Open and the Masters, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.

Seven Australia's most-watched broadcast television platform, leading across primetime and breakfast and morning television. The network is part of Seven West Media, one of Australia's largest and best-performing integrated media companies. Seven West Media also includes Pacific Magazines, one of Australia's two largest magazine publishing companies, the Yahoo7 joint venture with Yahoo! Inc which is expanding the company's presence in online and new forms of content delivery, and Western Australia's leading newspaper, The West Australian.

About ESPN

ESPN International is a division of ESPN, Inc., which includes ownership — in whole or in part — of 24 television networks outside of the United States, 8 US television networks, the leading global suite of digital sports products that reach tens of millions of sports fans around the world every month who logged 154.5 billion minutes with ESPN digital media in 2013. ESPN International business entities include television, radio, print, internet, broadband, mobile, consumer products and events. Its variety of businesses allowing ESPN to reach sports fans across all seven continents.

ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

Emma Barnes
Head of Communications
APAC



ESPN Australia Pty Ltd
Level 3, 68 York Street
Sydney, NSW 2000, Australia
Phone: +61 8622 8513
Mobile: +61 (0)418 455 268
emma.barnes@espn.com

