



International recognition for Seven West Media's broadcast television and any connected device coverage of The Australian Open

Seven West Media's innovative coverage of this year's Australian Open has been recognised at the internationally regarded VideoNet Connected TV awards in London overnight.

Seven West Media's "Australian Open Live Streaming" was commended in the hotly contested category of Multiscreen and Streaming.

Commenting, Kurt Burnette, Seven West Media's Chief Revenue Officer, said: "This international recognition is a tribute to many people here at Seven West Media and highlights the great work done by our people working together at Seven and Yahoo7. The recognition also underlines our leadership in innovation in the delivery of our content to our audiences, and delivering our audiences to our marketing partners."

Seven dominated sports coverage across January with its coverage of The Australian Open delivering extraordinary consumer engagement across all delivery platforms and driving growth in television audiences for the Open. During The Australian Open, Australian audiences were able not only choose between matches on Seven and 7TWO, they also had the option of watching one of sixteen matches during the day and three at night through Hybrid TV on smart TVs, mobile, tablet and IOT devices.

Over 1.2 million Australians chose to stream the Australian Open Series on digital platforms, with one third of Seven's Australian Open audience accessing our tennis content on digital platforms every day. There were over 4.4 million streams, 80% of which were live streaming, and over 23 million page views during the Australian Open Series, with a social reach of over 2 million Australians.

Seven is building its digital television platform beyond broadcast television with a significant streaming presence and is well-advanced in the further delivery of its video and digital content across an array of delivery platforms, including HbbTV (Hybrid TV) to further strengthen its broadcast television business and extend to one-on-one connected communications with mass audiences.