



Seven secures New Zealand commission for My Kitchen Rules

Television New Zealand signs Seven Productions to create My Kitchen Rules for the New Zealand television market

The Seven Network – Australia’s most-watched broadcast television platform and a key business of Seven West Media, one of Australia’s leading integrated media and content creation companies - today announced the next step in its long-term strategy in the development and creation of market-leading content in international markets.

Building on the international recognition of Seven’s created and produced My Kitchen Rules, the company today confirmed that Television New Zealand has signed Seven to create and produce My Kitchen Rules for the New Zealand market.

My Kitchen Rules will be produced for TVNZ by Seven Productions New Zealand. The New Zealand version will be hosted by Manu Feildel and Pete Evans. My Kitchen Rules – created, developed and produced by Seven Productions – dominates the Australian television landscape as the most-watched programme on television over the past five years.

Today’s signing with TVNZ builds on Seven’s agreement to create and produce My Kitchen Rules for FOX in the United States and Channel 4 in the United Kingdom, and joins Serbia, Russia, Denmark, Belgium, Canada, Norway and Lithuania with “local” versions of the Seven format. In addition, the Australian version of My Kitchen Rules is seen in more than 150 territories around the world.

Commenting, the Chief Executive Officer and Managing Director of Seven West Media, Tim Warner, said: “We are very excited with this latest development for My Kitchen Rules. We are also delighted about our expanding presence in international markets. We are making significant progress with Seven Productions along with our two joint venture businesses – 7 Wonder and 7 Beyond – and our strategic investment in Slim Film + Television in securing significant commissions. There is an increasing international demand for our ideas, and our owned and created content and concepts.”

Commenting, Therese Hegarty, Seven's Director of Content Distribution and Rights said: "We are now creating more content than at any time in our history. We are expanding our presence in international content production with the formation of new international production companies. The success of these new businesses in garnering key commissions over the past twelve months, and the expanding presence of Seven Productions underline a key part of our strategy for today and in the future: the expansion of our leadership in the production of content."

About My Kitchen Rules

- Now in its seventh season, My Kitchen Rules currently stands as 2016's most watched programme in total viewers and key demographics. This year, the original cooking competition format developed by Seven, averaged 2.33 million viewers.
- This year's My Kitchen Rules – Winner delivers a metropolitan and combined audience of 2.757 million. My Kitchen Rules – Winner dominates all audiences with a 63% share in total viewers, a 72% share in 16-39s, a 68% share in 18-49s and a 67% share in 25-54s.
- This year's My Kitchen Rules – Grand Final delivers a metropolitan and combined audience of 2.576 million. My Kitchen Rules – Grand Final dominates all audiences with a 52% share in total viewers, a 65% share in 16-39s, a 61% share in 18-49s and a 59% share in 25-54s.
- Across the entire 2016 series, 13.8 million Australians watched all or part of My Kitchen Rules (9.2 million Australians in the major metropolitan markets). My Kitchen Rules is Australia's most-watched regular series for total viewers, 16-39s, 18-49s and 25-54s in 2016.
- For this current season's final, My Kitchen Rules delivered 1.8 million minutes (live streaming and video on demand) viewing, with 88,000 streams. Across the entire series, 105 million minutes of My Kitchen Rules were viewed on live streaming and video on demand across a total of 4.8 million streams. My Kitchen Rules dominated on social video. Across the entire series, My Kitchen Rules delivered in social reach with a 56 million global social reach and 15.2 million social video views.

Source: Oztam Data, Seven Analytics, Facebook Insights and Twitter Analytics

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with Seven, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past ten years. 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 platforms. This year, Seven 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

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 international production companies: 7 Wonder and 7 Beyond and is proud to add Slim Film + Television to its content creation group. These 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 and the biggest content brands including My Kitchen Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and PLUS7.

Leadership in Content

Seven is recognised as a leader in the development and production of Australian television. We are driving our own future with the programmes and content we create and leverage, and we are making deliberate and considered moves into new opportunities not only for our own primary market in Australia but increasingly in international markets.

This year Seven Productions will commission, create and produce nearly 700 hours of television as an acknowledged leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including My Kitchen Rules, Border Security, House Rules, Home and Away, and A Place to Call Home.

Seven's scripted series A Place To Call Home has commenced its fourth season on Foxtel and our partnership with Foxtel is an important cornerstone in the continuing rapid development of our production business and builds on the international success of our programmes. Home and Away is now seen in more than 70 international markets including Channel 5 in the UK. My Kitchen Rules is now production in a number of international territories including the key markets of the USA and UK.

We are also expanding our presence in international content production with the formation of two new production companies: 7 Wonder and 7 Beyond. These two new businesses underline a key part of our strategy for today and in the future: the expansion of our presence in the production of content. 7 Beyond is now in production of a new season of My Lottery Dream Home for HGTV in the US market. More than 13 million viewers tuned in to the first season of the series. The 10 episode second season is due to premiere in January 2017. 7 Wonder has secured a raft of new commissions in the UK market that include a local version of My Kitchen Rules and Over My Dead Body for Channel 4 and Back to the Land for BBC2. Seven also has a major shareholding in UK-based scripted specialists, Slim Film + Television, the company behind critically acclaimed drama *Legacy* (BBC) and award-winning comedy *The Art of Folely* and founded by multi-award winning producer Simon Crawford Collins (*Spooks*, *Ashes to Ashes*, *Hustle*). Grace: A Storytelling Company, Thunderbird Beyond Screen Production and Seven Network Australia have also joined forces to produce Beat Bugs. Seen in international markets on Netflix, Beat Bugs is a world first, created by Josh Wakely, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production.

These developments in major international markets confirm our success in production and underline most importantly how our people are driving a growth business for Seven Productions. This business is expanding dramatically. A key focus for us is taking our ideas and our content further into international markets with Seven Productions, 7 Wonder and 7 Beyond, Slim Film + Television and the formation of Seven Productions New Zealand.