

Seven West Media embraces Apple News

Pacific Magazines now available on Apple News

Pacific Magazines - a key business of Seven West Media, one of Australia's leading integrated media and content creation companies – today confirmed it will be among the first Australian publishers to embrace Apple News, an all-new News app delivering the best news reading experience on an iOS device*.

Available from today, Australia's leading brands - InStyle, Girlfriend and Bride to Be – will be available to follow and free to mobile users, with more premium brands from Pacific Magazines to be made available in the following months.

Pacific Magazines is among the first Australian publishers to create and distribute branded articles and channels specifically designed for the Apple News app.

With engaging, brand-first content feeds, Pacific Magazines' brands are engaging audiences in new ways, and expanding its touch-points and delivering for clients in more ways than ever before.

Pacific Magazines is acknowledged as publishing Australia's most powerful portfolio of magazines and brands, occupying the largest per title share of all major publishers and reflects the continuing investment in the company's cornerstone brands and building on its highly successful partnerships with internationally regarded publishing companies including Groupe marie claire, Time Inc, Meredith and Rodale.

"We see Apple News as a key mobile channel expanding our brands from the publishing model to a mobile content driven future aligned to the changing habits of the modern consumer," said Darren Kerry, Head of Digital and Innovation for Pacific Magazines.

Commenting, Clive Dickens, Chief Digital Officer for Seven West Media, said: "With millions of Australian users, and mobile content consumption rising rapidly, Apple News is an opportunity to put Pacific Magazines' brands and the brands of our clients and stakeholders in front of mobile first consumers."

* Apple News is available on iPhone, iPad and iPod touch running iOS 9 and above.

About Pacific Magazines

Pacific Magazines 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 and 7mate, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, House 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, Presto and PLUS7.

Pacific Magazines publishes two of the three biggest-selling weekly magazines and three of the top five highest-selling magazines in Australia. Pacific publishes many of the biggest brands in magazines in Australia: New Idea, Better Homes and Gardens, that's life!, marie claire, InStyle, Men's Health, Women's Health, Who and Girlfriend.

Our success in publishing is built on our brands and our content. We lead in circulation and readership in key publishing categories and we are committed to continuing growth and increasing market presence as we leverage our strengths in publishing and across our broadcast television and online businesses to drive an increasing media presence that touches the lives of all Australians.

About Seven

Seven is Australia's most-watched broadcast television platform. 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 platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

In a landmark development, Seven will soon commence live-streaming of its three broadcast television channels – Seven, 7TWO and 7mate - across all delivery platforms. The launch of this new initiative builds on Seven's market-leading AVOD service, PLUS7, which sits within Yahoo7. PLUS7 will now deliver Live and Catchup, complementing the company's expanding presence in SVOD with its Presto partnership 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 our leadership in the production of content.