



Seven West Media, Yahoo7 and Presto launch ground-breaking Share of Eye

Seven West Media, Yahoo7 and Presto commission market-leading first in independent research that underpins moves into the delivery of premium content to all Australians, at any time on any device

Australians now watch over four hours of television and video on a typical day

85% of total 14+ viewing daily minutes is to linear television and 61% amongst millennial 14-24s

Nearly one in three Australians watch video online in a typical day

78% of online video viewing is to ad-funded, free video-on-demand (non-subscription)

Subscription or transactional video-on-demand consumption peaks between 6:00pm and midnight and accounts for almost a third of all online video consumption

Seven West Media, Yahoo7 and Presto – Australia’s leading integrated media and content creation companies – today unveiled leading, independent research that will form a cornerstone in plans for the delivery of their market-leading content to all Australians at any time, on any device.

In a landmark development, Seven will soon commence live-streaming of its three broadcast television channels – Seven, 7TWO and 7mate - across all delivery platforms 24/7. The launch of this new initiative builds on Seven’s market-leading AVOD service, PLUS7 from Yahoo7. PLUS7 will now deliver live and catch-up, complementing the company’s expanding presence in SVOD with its Presto partnership with Foxtel.

Coupled with these plans, Seven is also set to deliver the most comprehensive, innovative multi-platform and technologically advanced Australian Open Tennis and Olympic Games coverage ever seen with all-encompassing delivery across all communications devices. Every event in the Olympic Games will be broadcast live across broadcast television and streamed on any connected device.

As part of this commitment, Seven West Media has commissioned a significant and far-reaching research project from the internationally recognised and independent research company, Edison Research.

Over the past month, Edison Research has engaged with 1,145 Australians to set a benchmark research project on how Australians engage with video content on any device at any time. The findings of this independent research project are available at www.shareofeye.com.au.

The research project's brief was to discover when Australians are watching television and video on any screen, what type of video content they are watching, how they are watching, where they are watching, and on what device, and for how long.

Commenting Kurt Burnette, Seven West Media's Chief Revenue Officer, said: "Clients and stakeholders are now more than ever looking for independent facts and analysis to navigate the evolving world of media consumer behaviour and engagement. Share of Eye, combined with the already gold standard Oztam system, has helped provide that single source of truth, reaffirming our strategy of premium and brand-safe content everywhere, and further allowing us to grow audience and continue to innovate for our advertising partners."

Commenting, Clive Dickens, Seven West Media's Chief Digital Officer, said: "Seven West Media's vision is to create value and engagement from powerful storytelling on every screen and the first ever Share of Eye study helps inform and focus our investments."

Commenting Ed Harrison , CEO Yahoo!7 said: "Australians love both premium content in long form, such as PLUS7, and also in short form like that found in Yahoo!7 News and Entertainment. PLUS7 is Australia's leading AVOD service and brand, and Share of Eye confirms that consumers adore free premium long-form content, with over three times more daily minutes of free or ad-funded video-on-demand compared to paid video."

The findings will form a key part of the three companies' planning and implementation of the delivery of premium video content to all Australians on any device. Seven West Media will launch its approach to this plan to major marketing and advertising partners this week.

(Key findings on following page)

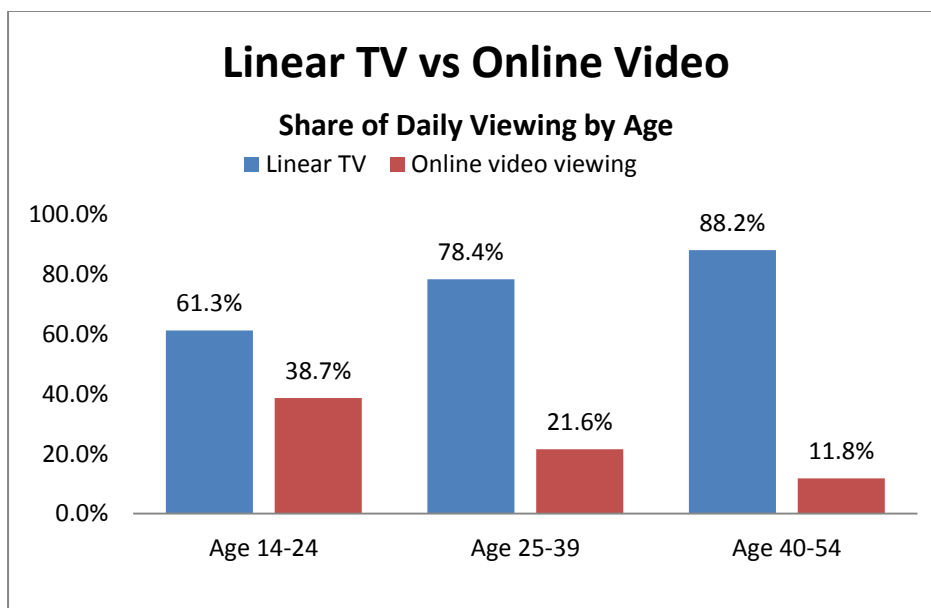
Key Findings

Australians now enjoy over 4 hours Video [Television and Online] viewing in typical day

Australians spend 85% of their Video time in daily minutes watching Linear TV

Share of time spent with video on an average day 14+

Linear TV [Free and Pay]	85%
Online Video – Free [AVOD + FVOD]	11%
Online Video – Paid [SVOD + TVOD]	4%



Online Video Daily Reach

31% of Australians watch online video on a typical day. Online video use is skewed to young adults and social video with 65% of 14-24's using in a typical day

Online Video - Free vs Paid

Free online video attracts over 3 times more viewing minutes in a typical day of paid online video

% of time spent viewing online video	
Free Online Video	Paid Online Video
Total	78% 22%

Free Online Video vs. Paid Online Video by Daypart

Free online video attracts a greater share of online video viewing and share of online video viewing to paid video peaks in the late evening