

Tuesday, 4 February 2020

Seven kicks-off 2020 AFL season with powerful promo

Seven has kicked-off the promotional campaign for their broadcast of the 2020 AFL Premiership Season, led by a powerful promo that reinforces what makes Seven's coverage of the AFL so special: making the fans and their emotion part of the coverage. It's backed by a powerful new track from Birds of Tokyo called Two of Us, which is exclusively premiering in this promo.

The promo, which was first broadcast during Super Bowl LIV on Channel 7, reminds viewers of what makes footy so special – the passion of the fans. Engagement with the fans and the passion they bring is what sets Seven's coverage apart, uniquely distinguishing it. The promo will be broadcast across the screens of Seven in the lead up to the commencement of the 2020 AFL Premiership Season, including this Saturday's BBL Final.

Lewis Martin, Seven's Managing Director Melbourne and Network Head of Sport, said: *"We can't wait for the 2020 AFL Premiership Season to get underway, and this promo reminds us of just how much we all love footy. It's the passion of all the fans that elevates footy from being a sport to something so much more, which is why making the fans and their emotion part of our coverage is so important to us."*

"The AFL is Australia's number one winter sport, with it reaching a whopping 15 million viewers last season. The 2019 season was one of the most competitive on record, routinely producing amazing matches, so we can't wait to see what the 2020 season will deliver. As this promo showcases, it's our love of footy that makes it so special and makes all of us part of it."

The 2020 AFL Premiership Season commences on Seven on Thursday, March 19, with a massive matchup between reigning premiers Richmond and Carlton, live and free on Seven.

Ends.

For more details:

Jack McLintock
Corporate and Government Affairs
T: 0450 608 022
E: jmclintock@seven.com.au

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises of some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and production powerhouse Seven Studios. Home to iconic brands such as MKR, House Rules, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.