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SWM and Taboola strike multi-year partnership deal

Seven West Media (ASX: SWM) today announced that it had signed an innovative, multi-year partnership with Taboola, the world's leading content discovery tool, to enhance activation opportunities across SWM's digital platforms.

Integrated across all SWM's relevant cross-platform assets, including 7NEWS.com.au, The West Australian, PerthNow and numerous regional titles, the partnership will drive the activation of a raft of different content experiences, capabilities and insight tools. As a result, it allows SWM to maximise traffic, grow subscribers and increase audience engagement across the network.

At the heart of the partnership is 7NEWS.com.au, which will be championing Taboola's content discovery platform. To respond to 7NEWS.com.au's growing desire for better content personalisation, as well as the prioritisation of user experience, the partnership will also incorporate the "Taboola Feed" product. This is a vertical-scrolling feed that enables users to access more of the content they love, such as feature articles or in-feed video. This experience mirrors how users consume content across social networks, encouraging them to stay on site longer by delivering a more relevant feed, better reflecting what the individual is interested in and ensuring users can find more of what they love on 7NEWS.com.au.

SWM will also showcase "Taboola Newsroom" as part of the partnership. This provides SWM's news editorial teams with unrivalled and actionable real-time data about content performance, as well as unique insights on trending topics from Taboola's publisher network. Taboola's "Audience Exchange" will round out the suite of services, offering an infrastructure that helps publishers manage and optimise the flow of traffic across their network of sister and partner sites.

Nicole Bence, SWM Digital Network Sales Director, said: *"We're thrilled to announce our strategic partnership with Taboola, strengthening our digital portfolio and offering in market. Taboola's discovery platform will be a headline feature as we expand our presence in the delivery of branded content. With 7RED's recent expansion into short form and native content production fueled by insights from 7REDiQ, we are now creating more content than ever before. This partnership not only helps us scale our production capabilities and delivery across all screens and devices but will create necessary efficiencies through the addition of Taboola's actionable data and smart insights into our eco-system."*

Adam Singolda, CEO and Founder at Taboola, said: *"We are excited to partner with a powerful media group like SWM, and work together to drive engagement, revenue, and audience growth across all of the various digital properties. There is a massive opportunity for premium publishers and content creators to engage with audiences in a way that is deeply personal and creates long-term digital relationships that are based on value and trust. We are looking forward to collaborating on the journey with SWM and power those 'moments of next' where users are open to discover things they may like and never knew existed."*

For more information, please contact:

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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 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 Seven Studios. Home to iconic brands such as Big Brother, Farmer Wants a Wife, 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.

About Taboola

Taboola helps people discover what's interesting and new. The company's platform and suite of products, powered by deep learning and the largest dataset of content consumption patterns on the open web, is used by over 20,000 companies to reach over 1.4 billion people each month.

Advertisers use Taboola to reach their target audience when they're most receptive to new messages, products and services. Digital properties, including publishers, mobile carriers and handset manufacturers, use Taboola to drive audience monetisation and engagement. Some of the most innovative digital properties in the world have strong relationships with Taboola, including CNBC, NBC News, USA TODAY, BILD, Sankei, Huffington Post, Microsoft, Business Insider, The Independent, El Mundo, and Le Figaro. The company is headquartered in New York City with offices in 18 cities worldwide.

Learn more at www.taboola.com and follow @taboola on Twitter.