

Wednesday March 21st, 2018

Strong online audience growth for Seven West Media in February

February's Nielsen DRM data shows Seven West Media's (SWM) digital products continuing to show rapid growth.

Highlights include -

- SWM only audience showing huge 51.5% YoY growth to 4.4M – it's largest ever unique monthly audience, including during the Rio 2016 Olympics
- SWM's OTT audience growing 24.4% YoY to reach a monthly unique audience of 2.9M¹
- WAN's unique monthly audience up 44% to 1.7M, also its largest ever online audience²
- Pacific Magazines' unique audience up 6% YoY to 1.8M³

SWM's Chief Digital Officer Clive Dickens said: *"The latest Nielsen data affirms the increasing strength of our digital products, and is proof that our company growth strategy is delivering results.*

"These ratings reflect, of course, the outstanding performance of the Winter Olympics which far exceeded market expectations, and highlights Seven's ability to deliver the biggest audiences from Premium event programming.

"We are particularly pleased with the early performance of 7plus which, after just two full months of operation, is already showing year on year growth.⁴

"At our Allfronts in November we predicted we would reach an OTT unique audience of three million in April. Today's results show we are well on track to achieve that.

"All of this means we are shaping up for a monumental Commonwealth Games, where we are confident we will see record-breaking audiences engage with Seven across our digital products and platforms to help drive great commercial outcomes for our clients

"Another big winner of this month's ratings is Broadcast Video on Demand (BVOD) reaching more Australians than the SVOD category, driven by not only the Winter Olympics but also the significant growth of 7plus and other leading FTA products.⁵

Sources: Unique Audience: Nielsen Digital Ratings (Monthly), February 2018. ⁽¹⁾ SWM OTT (inc. 7plus, 7Olympics & Yahoo7 TV). ⁽²⁾ WAN is reported in Nielsen DRM as Seven West Media (WAN Digital Total). ⁽³⁾ Pacific Magazines is reported in Nielsen DRM as Seven West Media (Pacific Digital). ⁽⁴⁾ 7plus YoY comparison based on performance of Plus7 in Feb 2017. ⁽⁵⁾ BVOD include: 9Now, 7plus, Yahoo7 TV, SBS on Demand and Tenpla – SVOD include: Netflix, Amazon Prime Video, Stan and Hayu.

End.

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO and 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.