

Wednesday May 23, 2018

Seven West Media smashes digital records

Live and VOD Content reaches record audience
SWM #1 Commercial FTA with 45% BVOD share
SWM's unique monthly audience hits new high

The latest data released from Nielsen and OzTAM confirms that Seven West Media (ASX: SWM) reached new digital highs in April.

April's Nielsen DRM data shows that Seven's OTT audience reached a record 2.95M, driven by the new 7plus platform. This represents 35% growth over the past 12 months¹.

At the same time, OzTAM's latest data shows that Seven was the number one commercial FTA network with a 45.3% share of the BVOD market in April².

Other highlights of the Nielsen data include:

- Seven West Media's unique monthly online audience, excluding Yahoo7, reached a record high of 4.9M, having grown 79% over the past 12 months³
- WAN's unique monthly audience up 22% YoY to 1.6M⁴
- Pacific Magazines' unique audience up 16% YoY to 2.0M⁵

SWM's Chief Digital Officer Clive Dickens said: *"We are thrilled to have smashed several digital records in April."*

"When you add in the audiences exclusively engaging with us through connected TVs, we now have well over three million Australians using our OTT platforms. This is a huge milestone, and ensured we were the number FTA network in April with a remarkable 45.3% BVOD share of the Live and VOD minutes."

"We're equally thrilled by the massive 79% growth in the digital audiences of our fully owned and operated content. This means that, excluding Yahoo7 audiences, we now have the best part of five million Australians engaging with us each month, making us a major player in our own right. Over time as our remaining content transitions out of Yahoo7, our digital reach will be even further enhanced."

Sources:

- 1) Nielsen Digital Ratings (Monthly), 7plus, 7 Gold Coast 2018 & Yahoo7 TV - Unique Audience (Unduplicated) April 2018.
- 2) OzTAM VPM Internal, April 2018. Commercial FTA incl. Seven, Nine and Ten.
- 3) Nielsen Digital Ratings (Monthly), Seven West Media (exc. Yahoo7 and thewest.com.au), Unique Audience – April 2018.
- 4) Nielsen Digital Ratings (Monthly), Seven West Media Network (WAN Digital Total), Unique Audience - April 2018
- 5) Nielsen Digital Ratings (Monthly), Seven West Media Network (Pacific Digital), Unique Audience - April 2018

End.

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies.

The company is the home to many of Australia's leading media businesses, including Australia's favourite broadcast network comprising Seven, 7TWO and 7mate, 7flix, together with Pacific Magazines, The West Australian, The Sunday Times and Yahoo7.

the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, Tennis Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.