



Friday October 26, 2018

Seven announces re-launch of 7News.com.au in Q1 2019

The Seven Network, Australia's most-watched network, today announced that it will launch a new online home for Australia's Number One and most trusted News and Public Affairs brand 7 News i

7News.com.au, will debut in the first quarter of 2019 across desktop and mobile, with integration into major third-party news aggregators.

Seven's Director of News and Public Affairs Craig McPherson said: "This multi-million dollar investment will marry Seven's hundreds of world-class journalists reporting from across the globe with best in class technology. We are delighted to finally be fully in control of our news online, and can't wait to bring 7News.com.au to our audiences."

Seven West Media's Chief Digital Officer Clive Dickens said: "Over two years ago SWM began the process of taking control of all our direct to consumer digital products.

"Today we are announcing the next stage of that strategy with the launch of 7News.com.au, which will utilise leading technology to deliver best in class user experience, deep client integration and on and off network distribution. We are confidently predicting 7News.com.au **will** become Australia's number one online news brand within six months of launch as rated by Nielsen Digital Content Ratings."

Seven's Chief Revenue Officer Kurt Burnette said: "7News is Australia's most trusted news brand, and with a predicted daily unique audience of 1.5 million, this new platform will provide advertisers with an evenfar more effective approach to client solutions, matching short form video, Premium display, first party data and native content to our now leading BVOD position."

Seven News is Australia's most watched* and most trusted broadcast news service, reaching an average of Broadcast Audience of 1.5m Australians every day of the week.

*Source: OzTAM (Metro). Total People. #1 news based on Metro Ave AUD of Seven News & Seven News/Today Tonight: 1800-1900 M-F. Survey YTD 2018 (Wks 7-42, excl. Easter & Comm Games: Wks 14-15). Data: Consolidated (Live + As Live + TSV7) prior to L7D, Overnight (Live + As Live) for L7D.

End.

For more details:

Stephen Browning
Head of Corporate Affairs, SWM
T: 0432 961 773
E: stbrowning@seven.com.au

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, Cricket Australia, Tennis Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.