

Monday November 26, 2018

## **Jonathan Munsch appointed Head of Digital Sales - Sydney**

Seven West Media's Head of Digital Sales James Bayes today announced the appointment of Jonathan Munsch as Head of Digital Sales – Sydney.

Currently Head of Commercial Product at Seven, Mr Munsch starts in his new role immediately, taking responsibility for leading Seven's Sydney digital sales team across all digital assets including video, data, branded content, social and Addressable TV.

Mr Bayes said: *"I am delighted to be working alongside Jonathan in his new role, which comes at a time when our Total Video strategy is firing on every front.*

*"From a standing start 12 months ago, 7plus is now dominating CFTA BVOD audience share across both Live and VOD. We're building one of Australian media's richest first party data assets to leverage that growth and underpin our leading Addressable TV solution across the screens of 7.*

*"2019 is going to be a lot of fun as we make a major push into digital publishing and I couldn't be more confident having Jono lead the charge for us in Sydney. He is highly commercial, and focused on delivering compelling and effective solutions for our agency and advertising partners.*

Mr Munsch said: *"I'm so excited to be taking on this new journey with Bayes and the team. Since launching at the start of the year 7plus has delivered exponential growth and now holds a comfortable lead in BVOD viewing share.*

*"But this is only the beginning of the story – with the addition of 7Food network and 7news.com.au in the new year, there is no more exciting time for me to take on this role and help the team ensure even better outcomes for our customers across broadcast and digital."*

Mr Munsch began his career as a Digital Advertising Executive for the global media group aufeminin, based in Paris. After two years as a Digital Advertising Manager at leading French daily newspaper Le Figaro, he moved to Australia in 2012 to take up the role of Digital Advertising Manager at Optus.

In 2015 he joined Pacific as a Cross Platform Integration Manager, going on to become Social Media Director and then Digital Commercial Products Manager. In 2017 he was appointed Head of Commercial Product for Seven West Media.

End.

For more details:

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