



Media Release

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Ultimate Tag comes to Seven in 2021

The Seven Network today announced that it has commissioned *Ultimate Tag* from Endemol Shine Australia (ESA), to air on Channel 7 in 2021 as part of its continuing content led growth strategy.

Ultimate Tag is an epic tournament of tag to find Australia's ultimate taggers. It takes the universally known game of tag and elevates it to a level and scale never before seen. This fresh and unmissable new series will have the nation cheering on as everyday Australians try to evade elite Pro Taggers in what can only be described as **the fastest game on Earth**.

The high-octane physical competition follows competitors who must vault, dodge, tumble and dive their way through epic three-dimensional moving courses with one simple goal: "Don't get caught". As competitors progress through the series they are challenged to take on even more extreme courses to earn a place in a final heart-pounding end game where both a male and female champion will be crowned winners.

Commenting on the commission, Seven's Network Programming Director, Angus Ross, said: *"This is part of our tent pole strategy that delivers epic entertainment to all audiences. We're excited to be partnering with Endemol Shine Australia to bring Ultimate Tag, a dynamic new format, to Australia next year. Endemol Shine are the masters of supercharging shows to massive success in Australia, and with Ultimate Tag we know they will deliver a great show that our viewers will love, just as they have done with Big Brother this year."*

"We can't wait to bring Ultimate Tag to our audience next year and continue our content led growth story that has reestablished Seven as the place for brands to reach key demographics."

Mark Fennessy, CEO, Endemol Shine Australia, said: *"It's the fastest and most intense competition ever seen – a supersized family game that just became a sport. Everyday Runners must avoid our professional Taggers – a mischievous group of highly skilled freerunners, parkour artists and elite athletes. It moves at a frightening speed that delivers momentary thrills, surprising victories and startling defeats. Ultimate Tag is blockbuster family entertainment at its pulsating best - the Ultimate Test on the Ultimate Playground."*

Originally created by event entertainment specialists Znak & Co, *Ultimate Tag's* launch on FOX marks broadcast's highest-rated unscripted Summer debut in three years and FOX's highest-rated and most-watched unscripted Summer debut in eight years.

Casting for *Ultimate Tag* is open now at ultimatetagcasting.com.au with more details to be announced at Seven's 2021 Upfronts later this year.

Ends.

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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, House Rules, 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.