



Wednesday, 13 November 2024

7REDiQ shifts insights from hindsight to foresight Artificial intelligence drives a predictive future for Seven's data

The Seven Network has taken a significant step forward in data-driven audience intelligence with the launch of REDiQ4U, a new feature providing direct access to consumer insights data platform, 7REDiQ, for agencies and marketers.

REDiQ4U delivers Seven's commitment to its data intelligence being shared, not sold, giving partners a powerful tool for transparent, future-focused audience insights, bridging the gap from consumer analysis to precise prediction and offering foresight into consumer behaviour, not simply hindsight.

The new product gives marketers secure, direct access to audience insights drawn from over 3,000 real-world and digital data points, with visibility into high-value audience segments. Leveraging partnerships with Ticketek, Coles360, CarExpert, Raiz, Equifax, LandmarksID and Weatherzone – plus an exclusive partnership with VISA – REDiQ4U empowers brands to create impactful campaigns and then activate them across all of Seven's channels.

Andrew Brain, Seven's Director of Data and Growth, said: "The expansion of 7REDiQ moves Seven beyond traditional audience analysis into actionable foresight, arming advertisers with data-rich insights not only into consumer demographics but also behaviour, life stage, and purchase intent. With the data available at their fingertips, brands can better anticipate how audiences will respond to content and advertising, allowing for optimised engagement and maximised ROI."

The core power of REDiQ4U lies in its ability to predict audience behaviour up to 28 days in advance with an impressive 95% accuracy, fuelled by insights from nearly 14 million verified and consented Australians.

The predictive capability is a result of Seven's strategic partnerships with Ovation, the analytics arm of Ticketek, and Databricks (one of the world's leading cloud, data and AI companies), and enables advertisers to make data-driven decisions in advance, aligning campaigns with future viewing behaviours. Tested initially with a "next seven day" outlook and achieving over 90% accuracy, the platform has now extended to a 28-day prediction



model that includes live and on-demand content, setting new benchmarks in data-driven advertising.

Gereurd Roberts, Seven's Group Managing Director, Digital, said: "Our vision for 7REDiQ represents a critical evolution in AI-driven data intelligence. We're no longer just looking at last week's customer data, we're providing brands with reliable predictions and insights into future consumer behaviour, and the ability to plan how to best engage them. This tool is designed for advertisers who are ready to move beyond retrospective data and truly harness the future of audience behaviour.

"With REDiQ4U, advertisers gain access to a user-friendly, transparent platform that delivers granular insights to inform or validate audience and consumer sentiment. Unlike traditional CDPs, REDiQ4U offers a fully integrated, real-world view of consumers, moving beyond basic demographics to provide insights into specific lifestyle factors, purchasing preferences and location-based behaviours."

Mr Brain said: "REDiQ4U reflects our belief that data should be shown and shared, not just sold. By opening this platform to advertisers, we're enabling g them to proactively plan and execute strategies with a clear view of how audiences will interact. It's about giving brands the foresight needed to drive successful campaigns and to better understand who their audience is today and where they'll be tomorrow."

For further information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Andrew Knowles
M: 0449 510 357
E: andrew@skmediagroup.com.au

About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.



The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.