



7Beyond secures US commission

7Beyond – a Seven Network Australia and Beyond International Limited joint venture production company – today announced a new commission in the US market of a new series for HGTV entitled My Lottery Dream Home.

The series order of twelve episodes follows the successful ratings of the 2 x half hour pilot series broadcast earlier in 2015. Lottery Dream Home is scheduled to air on HGTV in the United States in early 2016.

In each episode, lottery winners search for their dream home and are guided on their journey by David Bromstad, American designer and HGTV personality.

John Luscombe, GM and SVP of Beyond Productions said: “My Lottery Dream Home is a fresh twist on real estate programming and we are delighted to be partnering on another series with HGTV,”

Commenting, Brad Lyons, Director of Production for Seven said: “We are delighted to secure another commission for our business in the United States. Today’s agreement confirms our strengths in the development and creation of original content for international markets and underlines the opportunities for our 7Beyond joint venture in the United States market.”

About Seven Network

Seven is Australia’s most-watched broadcast television platform. Seven – with three broadcast channels, Seven, 7TWO and 7mate - continues to lead in primetime, building on its market-leading performance over the past eight years. The network also dominates across breakfast and morning television. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences.

The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

About Beyond:

Beyond International Limited is a leading international media and content business which is listed on the Australian Stock Exchange (ASX BYI). Since its establishment in 1984 the company has produced over five thousand hours of television programs for broadcast internationally including Mythbusters, Beyond Tomorrow, Taboo,, Deadly Women, Selling Houses Australia, Wild But True and Toy Box. Beyond Distribution, the international distribution division of the group, markets an extensive program catalogue sourced from third party producers and internal production. This business is headquartered in Dublin, with sales offices in London and Sydney. The Home Entertainment division, established in 2005, focuses on digital and DVD distribution and is the second largest independent distributor of audiovisual home entertainment product in Australia and New Zealand. Established in 2012, BeyondD the digital marketing division of Beyond, consists of Digital Marketing Services, Digital Media Sales, and Digital Assets including websites, marketing databases and bespoke technology.