



Media Release

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7plus #1 in 2020

Australia's #1 commercial BVOD platform set to soar in 2021

The Seven Network's market-leading 7plus platform today confirmed its dominance of the commercial free-to-air BVOD sector.

Across 2020, 7plus ranked #1 with a 41.9% share of total commercial free-to-air BVOD viewership. 9Now was second with a 41.1% share and 10play a distant third with 17%.

7plus secured an even larger lead in on-demand viewership with a 42.5% share, more than three points ahead of 9Now (39.4%) and over 24 points ahead of 10play (18.1%).

Seven's platform was #1 in key advertiser demographics across the year, including 25 to 54s, taking a 41.8% share in that age group in the capital cities.

During 2020, 7plus increased its total viewership by a remarkable 76%, more than double the market's total growth rate of 35%.

Seven West Media Chief Digital Officer, Gereurd Roberts, said the success of 7plus reflected the power of Seven's overall content strategy, which is clearly delivering what audiences want and giving the company a clear point of difference.

"The extraordinary growth of 7plus in 2020 is a testament to our successful content strategy. Across the year, audiences were drawn to 7plus by both our prime time content and our library of exclusive and classic content. **Big Brother**, **Farmer Wants A Wife**, **SAS Australia** and **Home and Away** [the #1 program on 7plus] led the way with their prime time strength, with exclusives and classic content including **Station 19**, **Ally McBeal** and **Blue Heelers** keeping audiences engaged and giving us a competitive advantage.

"Across the year, we continually enhanced the 7plus viewing experience, creating a superior environment for our audiences and delivering fantastic results for our partners," he said.

"Forget what our rivals might claim: the official, industry-standard OzTAM data clearly shows that 7plus was #1 in 2020. We are determined to repeat that great result in 2021."

This year, 7plus will capitalise on its growth in 2020 by offering the best content line-up in its history – including the biggest sporting event in the world.

Mr Roberts said: "This year is going to be our biggest ever. We have a very strong slate of prime time tentpoles across the entire calendar year, teeing off with **Holey Moley** in just a couple of weeks and continuing with big shows such as **Big Brother**, **The Voice**,

Ultimate Tag, Farmer Wants A Wife, SAS Australia, Dancing With The Stars: All Stars and many more.

“Add to that our unbeatable sports offering – including **Supercars** for the first time on 7plus – **Home and Away, 7NEWS, Sunrise, The Morning Show, Better Homes and Gardens** and **The Chase**, and it’s clear that we are set for a big year.

“The high point for 7plus in 2021 will be the Tokyo Summer Olympics and Paralympics, when we will offer a digital experience that will far exceed anything Australians have seen before. Tokyo is set to be the biggest digital event in Australian media history and will take 7plus to an even higher level.”

Seven West Media Network Digital Sales Director, Nicole Bence, said: “7plus was an absolute powerhouse in 2020 and we have established a strong foundation as we move into what will be its biggest year yet. The combination of so many new and returning hit shows, the strength of our library and, of course, the Tokyo Olympics makes 7plus a must-buy for advertisers.

“We launched a number of new EAVE [Enhanced Advertising and Viewing Experience] innovations including Freezeframe and Binge Ads to further enhance the advertiser and viewer experience in 2020 and there is more to come in 2021.

“Without doubt 2021 will be the year of true convergence for broadcast and BVOD, and having such a strong BVOD platform, powered by 7REDiQ, strengthens our offering and the opportunities for brands in the year ahead and beyond,” she said.

7plus in 2020:

- #1 commercial free-to-air BVOD platform, with a 41.9% share of total commercial free-to-air BVOD viewership
- #1 in on-demand viewership, with a 42.5% share
- 76% growth in total viewership year-on-year, more than double the BVOD market’s total growth rate
- 76% growth in live viewership year-on-year
- 76% growth in on-demand viewership year-on-year

Source: OzTAM VPM 3.1, 2020 calendar year

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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 is home to some of Australia’s most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia’s leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.