



Media Release

Tuesday, 12 October 2021

Better trading, better together with Seven CODE 7+ platform with Salesforce transforms media trading

Australian advertisers and agencies are set to experience faster, more effective and easier buying on the Seven Network, following the network's largest-ever technology transformation project.

The Seven Network today announced it is undertaking a multi-million dollar investment to transform and enhance its media trading platform, including an Australian-first project with Salesforce, the global leader in CRM.

Seven is taking its successful audience automation solution, CODE 7, to the next level with the launch of CODE 7+, a state-of-the-art digital and broadcast converged media trading platform, using the very latest in CRM technology from Salesforce and other leading technology vendors.

Announced during Seven's 2022 Upfront presentation, CODE 7+ will integrate the new industry total audience measurement VOZ, along with Seven's market-leading audience intelligence platform 7REDiQ, to unlock better results and campaign deliveries that mirror consumption behaviour and maximise outcomes.

The Salesforce CRM and advanced order management system from Salesforce Media Cloud will help boost marketers' ability to trade Seven, [7plus](#) and other platforms, together with the evolution of dynamic, converged television buying across broadcast and digital platforms.

CODE 7+ streamlines bookings and offers guaranteed delivery, freeing up time for agencies to focus on strategic initiatives and creating better outcomes for their clients.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "CODE 7+ is an absolute game changer that will revolutionise TV trading in Australia, making it easier and more effective through Australia's most engaged and addressable audience. The integration of VOZ total audience data will be a huge boost for marketers looking to reach large and engaged audiences in Seven's powerhouse content, as well as identify and reach shifting consumers as they move across broadcast and digital.

"Salesforce's global-leading technology will enable us to digitally transform our processes and will fuel the accelerated growth of cross-screen trading. Our evolved platform will create a foundation for future technology evolution and allow us to consolidate our customer data and aggregate client insights and information.

"As part of Seven's digital transformation, our continued investment in trading technology is all about making it simpler for buyers to execute with ease across our platforms, to speed up the process and to achieve better results," he said.



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Christopher Dean, VP and GM for Media Cloud at Salesforce, said: "We're excited to team up with Seven West Media to support the digital transformation of its advertising sales process by delivering a converged media planning and campaign tracking solution with a single source of truth for data and reporting.

"We're working globally with leaders like Seven to automate processes and ultimately accelerate their transformation to address the dynamic, ever changing converged advertising sales market."

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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, Big Brother VIP, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.

About Salesforce

Salesforce, the global CRM leader, empowers companies of every size and industry to digitally transform and create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com/au.