



# Media Release

Wednesday, 18 August 2021

## **Brett McKeehan joins Seven as Head of Digital News**

The Seven Network today announced the appointment of Brett McKeehan as Head of Digital News, including [7NEWS.com.au](https://www.7news.com.au), Australia's #1 online news service for under 40s.

Mr McKeehan will have editorial oversight of 7NEWS.com.au and will be responsible for driving digital growth and managing the website's award-winning original reporting, digital articles, live news coverage, videos, podcasts and social content. He will report to Seven's Director of News and Public Affairs, Craig McPherson.

Mr McKeehan was most recently Director of Asia, CNN Digital Worldwide, based in Hong Kong, where he was responsible for APAC digital strategy, content development, planning and publishing for the site's US and international readers.

Mr McKeehan previously worked at *South China Morning Post* in Hong Kong as the Digital Editor. His career also includes senior editorial and production roles for News Corp Australia and *The Daily Telegraph*, plus editorial and digital roles in the UK at *The Sun* and *News of the World*.

Mr McPherson said: "Since its inception, 7NEWS.com.au has grown its audience at a phenomenal rate. The appointment of Brett will now take us to the next level as we extend our digital news delivery and offerings in line with Seven's overarching digital strategy and Australia's number 1 news service."

Mr McKeehan said: "I'm delighted to be returning home to Australia to join Seven Network, one of the country's most iconic and important brands. Seven's digital vision is ambitious, innovative and exciting, and I can't wait to meet the team and get started."

### **For further information, please contact:**

Rob Sharpe  
Head of Corporate Communications  
M: 0437 928 884  
E: [rsharpe@seven.com.au](mailto:rsharpe@seven.com.au)

### **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**, **Dancing With The Stars**: **All Stars**, **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.