



Monday, 1 July 2024

Chris Jones appointed Director, Network Sport New heads of AFL, horse racing, cricket and digital announced

Seven West Media today announced the appointment of Chris Jones to the new role of Director, Network Sport, effective immediately.

Mr Jones was previously Executive Producer of Seven's cricket coverage. Over the past 20 years, he has worked on AFL, cricket, summer and winter Olympics, US Masters, Australian Open tennis, Australian Open golf and more. In his new role, he will report to Seven's Chief Content Officer, Brook Hall.

In further appointments, Seven's AFL Executive Producer, Gary O'Keeffe, has been elevated to the new role of Head of AFL and Sport Innovation; horse racing Executive Producer Andrew Hore-Lacy has been named Head of Horse Racing; motor sport Executive Producer Kirsty Bradmore becomes Head of Sport Digital; and cricket and horse racing Producer Joel Starcevic has been appointed Head of Cricket.

Mr Hall said: "Sport is part of Seven's DNA and a key reason why we are the most-watched television and digital network. We have a long and proud history of bringing the best local and international sport to all Australians for free. That continues today, with the AFL, the AFLW, the Brownlow Medal, Test cricket, the BBL, the WBBL, horse racing, Supercars, surfing, the NFL, golf, netball, hockey and much, much more.

"Chris has been an integral part of our sport team for many years, producing some amazing moments and iconic content. I can't think of anyone better to lead our sport coverage."

Mr Jones joined Seven in 2000 as a junior reporter. After stints at Nine Network and Thrive PR, he returned to Seven as a Senior Sport Producer in 2009. He was appointed an Executive Producer in 2018.

In his new role, Mr Jones will lead a team that includes Mr O'Keeffe; Mr Hore-Lacy; Ms Bradmore; Mr Starcevic; Executive Producer, Motor Sport, Angela Rampal; Head of Sport Production, Greg Smith; and Head of Sport Production Management, Lisa Peach.

Mr Jones said: "We have assembled a trusted and energetic leadership team who love their sport and will continue to innovate.

"I feel privileged to have worked with and learnt from some of the best in the business

and now alongside our entire 7SPORT team, I can't wait to evolve our coverage.

“We are on the eve of an exciting new era here at Seven with the addition of digital rights for both footy and cricket. This means every single Australian will have access to live and free coverage via 7plus and broadcast. Can't wait to get stuck in.”

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and digital.

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](https://www.7plus.com.au); *The West Australian*; *The Sunday Times*; and [The Nightly](https://www.7news.com.au/the-nightly). 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.