

Wednesday, 11 September 2024

Peter Charles appointed Seven Managing Director, Victoria

The Seven Network today announced the appointment of Peter Charles to the new role of Managing Director, Victoria, effective immediately.

In his new role, Mr Charles will work closely with the Seven Melbourne senior leadership team. He retains his position as Victorian Sales Director and Head of National Independent Agencies and Direct.

One of Melbourne's most successful and experienced media executives, Mr Charles joined Seven in 1999. He celebrated his 25 years with the network in February this year. In addition to his Seven roles, he is also a Board member of Fight MND, one of the world's biggest funders of motor neurone disease research.

Seven West Media Managing Director and Chief Executive Officer, Jeff Howard, said: "With more than 30 years' experience in the media industry, Pete is one of the best in the business and a proven builder and leader of teams.

"His deep passion for Melbourne, Seven and the Team makes him the perfect person to take on this role in one of our most important markets. His drive, enthusiasm, talent and ability to go above and beyond for our partners and our people are unmatched. Congratulations Pete."

Mr Charles said: "As a proud Melburnian and a true believer in the power of our content and our brand, I'm honoured to take on this new position and the opportunity to represent Seven Melbourne. I love Seven and the role it plays in communities across Australia and Victoria.

"Seven Melbourne is home to so many talented people, and part of a national Team that is delivering amazing content and outstanding results for our Partners. I'm especially proud to continue my Seven story where I can share my passion for the media industry and help lead the transformation of Seven into the future. We are so lucky to be the home of AFL, Cricket, the Good Friday Appeal, The Big Freeze, **7NEWS** and many marquee entertainment brands.

"The evolution of our business continues, and I'm pumped to be part of it," he said.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital. The Seven Network alone reaches about 17 million people a month.

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](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#). 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.