



Wednesday, 13 November 2024

Phoenix lifts off

The future of total TV audience trading goes live on 2 March

The Seven Network today announced that Phoenix, the world's most advanced total TV trading system, will go live on 2 March 2025.

Phoenix, which is set to revolutionise planning and buying across metropolitan, regional and digital platforms, will open for bookings in early December this year.

Seven National Television Sales Director, Katie Finney, said: "Phoenix is the future of total TV audience trading in Australia, powered by market-leading technology that will forever change media buying.

"How audiences are connecting with our content is changing every day, and we need to be responsive to those changes. Phoenix provides a single view of brands and audiences across the Seven ecosystem, shifting us to trading audiences not channels. Whether it's metro, regional or digital, we can deliver these audiences wherever they land.

"We will offer a streamlined media buying experience that delivers better value through new trading models, optimised campaign delivery, and data-driven audience insights. Our investment in technology will drive ease of access across all devices and platforms and consistency in trading approach," she said.

"Our partners will be able to trade faster and more effectively across the screens of Seven. Our ambition is to eliminate makegoods and offer new trading models that optimise campaign delivery, backed by data-driven audience insights."

Seven's partnership with Databricks – one of the world's leading cloud, data and AI companies – and the integration of AI technology is a key part of the Phoenix roadmap and will ensure deeper audience understanding. Through innovations such as the highly accurate audience predictions modelling across [7plus](#), clients will soon gain powerful insights across total tv to drive their campaigns.

Seven Group Managing Director, Digital, Gereurd Roberts, said Phoenix was a game-changer for the media industry.



“Phoenix brings together the massive reach and audience of the screens of Seven for brands to invest in across the capital cities, regional Australia and digital. It uses inventory optimisation and AI audience prediction engines to make buying significantly more efficient and to deliver guaranteed outcomes, making every marketing dollar go further,” he said.

“Our vision is for every ad served digitally by Seven to be personalised, optimised and addressable. Phoenix represents the next step on this journey, offering advertisers a connected, seamless experience, with increased effectiveness and transparency.”

As part of Phoenix, every total TV campaign will include real-time effectiveness reports, providing transparency and insights for advertisers to measure their campaign's success.

Seven’s Head of Advanced Advertising, Alex Tansley, said: “Phoenix unlocks new opportunities for Seven to deliver our national, total TV audience to our partners.

“Through Phoenix, we expand upon our market-leading expertise in converged trading, as well as launch our new dynamic trading model, with more inventory, more channels, and more markets included. Our ambition is to drive more effective campaigns, from reach and frequency through to ROI, improve ease of trade and efficiency for our partners, and provide complete certainty over outcomes. Phoenix enables us to challenge our ways of working and identify new opportunities that benefit everyone.”

For further information, please contact:

Neil Shoebridge
M: 0417 511 012
E: neil@skmediagroup.com.au

Andrew Knowles
M: 0449 510 357
E: andrew@skmediagroup.com.au



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.