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## **Seven and AdFixus enhance the digital experience Innovative partnership powering new audience insights into ad solutions**

The Seven Network is proud to reveal a market-leading partnership with AdFixus, Australia's premiere identity platform. Live right now, the partnership provides addressable audiences across all of Seven's digital properties including [7plus](#).

AdFixus empowers online businesses to personalise customer experiences and optimise advertising without compromising personal information. Through a privacy-centric identifier, consumers gain control over their data, while businesses benefit from visibility and longevity of their audiences across multiple domains.

For advertisers, the partnership enables the seamless creation and management of unique, integrated cross-platform digital experiences maintaining full addressability, even in a cookie-less environment.

Seven West Media Director of Audience Development and Growth, Andrew Brain, said: "Partnering with an ambitious Australian tech start-up like AdFixus is a fantastic opportunity. We are committed to taking bold steps to enhance our audience proposition and deliver optimal outcomes for our advertising partners.

"With the incorporation of AdFixus' solution, we can now offer full addressability across our diverse range of digital properties, such as 7plus and [7NEWS.com.au](#), which will prepare us for any form of signal loss and privacy reform set to land later this year."

Marko Markovic, CEO and founder of AdFixus, said: "Seven's commitment to delivering privacy-centric addressable audiences aligns perfectly with our mission, and we are thrilled to contribute to their goals. This strategic milestone comes during our most successful year to date."

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# Media Release

That's massive.



## 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*; and [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.