



Tuesday, 10 December 2024

Seven and Fetch TV press play on 7plus app

The Seven Network today announced an expansion of its relationship with Fetch TV, including the launch of a new [7plus](#) app on Fetch devices and the integration of its internet-delivered linear broadcast channels into the Fetch electronic program guide.

Seven has also introduced a second virtual playlist channel, 7+ Showcase, on Fetch It joins the 7plus virtual playlist channel, which has been part of the Fetch electronic program guide since 2019.

The new 7plus app on Fetch will offer the best news, sports and entertainment via video on demand and live streaming.

The integration of Seven's internet-delivered linear broadcast channels into the Fetch electronic program guide means Fetch customers who do not have access to free-to-air TV via an aerial can now access Channel 7, 7two, 7mate, 7Bravo and 7flix directly from the guide.

The new 7plus Showcase virtual playlist channel covers some of the biggest and best-known drama shows in the world, from the biggest studios including Sony, NBC, Disney, and ITV Studios. The 7plus channel features the very best reality and true crime content from premium content partners including NBCUniversal and Warner Bros Discovery. Fetch virtual playlist channels provide a bridge between the digital and linear TV worlds, offering those who prefer to browse via the traditional TV guide a familiar way to discover and access on demand content within 7plus.

Seven Group Managing Director, Digital, Gereurd Roberts, said: "After growing more than 30% this year, 7plus is set for a massive 2025 and our expanded presence on Fetch will only add to our growth story, giving Fetch TV's customers new ways to connect with our great content.

"7plus is the market leader in free video on demand and FAST channels and it will go into 2025 with a powerful line up of new content. The arrival of AFL and cricket on 7plus means that, for the first time, the two most popular sports in Australia will be available to stream, for free and live. The '7plus First' strategy for overseas drama programming will see a premium new series launch on 7plus every single month across all of next year.

Richard Henson, Director Distribution & Content Partnerships at Seven Network, said: "The growth of 7plus is underpinned by its premium content library and first-run exclusives, as



well as Seven hits such as **Farmer Wants A Wife**, **The Voice**, **Australian Idol** and **My Kitchen Rules**; overseas drama series; exclusive content; and the most streamed drama in Australia – **Home and Away**. Seven pioneered FAST channels in Australia and 7plus now has more than 50 channels, with more to come. The audience viewing of our FAST channels has jumped more than 30% this year, with streamed minutes growing 84% year-on-year.”

“Our expanded relationship with Fetch TV opens up new opportunities for Australians to enjoy the great content on Seven and 7plus.”

Fetch TV Chief Content and Commercial Officer, Sam Hall, said: “Providing easy access to quality free content has always been a central tenet of the Fetch customer proposition. Our strategy around content aggregation is to ensure that Fetch viewers can easily access the content they love in the way that best suits them, and our expanded relationship with the Seven Network opens up new opportunities for us to do this. Fetch viewers can now watch Seven content via their choice of traditional broadcast, IP feeds and virtual playlist channels in the TV guide, or via our new 7plus app.”

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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.

About Fetch TV

Fetch TV is an Australian technology company providing families with a home-grown, world-class entertainment aggregation platform offering both ease of use and value for money. Bringing together content from the world’s best entertainment providers, Fetch is a true aggregator presenting Free-to-Air, FAST, and subscription channels, streaming services, and a transactional movie and TV store all together on one

Media Release

That's massive.



intuitive menu. Underpinning the Fetch customer proposition of “The way to watch” is a market-leading UX, developed in-house, with integrated features such as universal voice search, continue watching, curated watch lists, a free-to-me filter, plus the ability to browse multiple streaming apps all on one screen, and to easily see all the places a show, season or episode is available without the frustration of having to jump in and out of menus and apps.

Founded in Sydney in 2008, and following an investment by Telstra Group in 2022, Fetch TV operates as a joint venture between the Telstra Group and Astro Holdings. Currently servicing over 700,000 customers acquired through ongoing partnerships with leading Australian ISPs and retailers, Fetch is scaling towards 1 million subscribers. Fetch TV continues to evolve, with plans to develop beyond TV and streaming aggregation, into new complementary entertainment and lifestyle offerings.