

Monday, 17 July 2023

Seven and Optus Sport kick off with FIFA Women's World Cup 2023™ partners and sponsors

The biggest sporting event of 2023 starts this Thursday

The Seven Network and Optus Sport are proud to announce they have joined forces with some of Australia's leading brands as partners and sponsors for their coverage of the **FIFA Women's World Cup 2023™** on Channel 7, 7mate, [7plus](#) and Optus Sport.

Seven and Optus Sport's partners are adidas, Hyundai, Rexona and Qantas, while the sponsors are Cadbury, Coca-Cola, Kia, McDonald's, Visa and Xero.

From 20 July to 20 August, Australians will enjoy the best of the world's football, as the Matildas chase glory in the biggest global sporting event this year, to be staged across Australia and New Zealand for the first time ever.

Optus Sport has partnered to sub-license the rights to 15 **FIFA Women's World Cup 2023™** matches to Seven, with both companies developing a range of innovative plans to ensure Australians have the best possible coverage of the entire tournament.

Seven and Optus Sport's extensive joint coverage is expected to reach more than 10 million Australians and deliver some of the most compelling sporting moments of the year. Fifteen key matches – including the two opening day matches, two Quarterfinals, both Semi-Finals, the Final plus every Matildas game – will be broadcast live and free across the screens of Seven, hosted by 7SPORT anchor Mel McLaughlin and broadcasting icon Bruce McAvaney.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Seven is Australia's home of culturally defining sport, entertainment and information and from 20 July, our coverage of the **FIFA Women's World Cup 2023™** will unite the country, stir nationwide pride and inspire the next generation. Our partners and sponsors will be the beneficiaries, as the halo of this major cultural event lifts audiences of our new and existing content right across Seven and 7plus.

"With over 1.2 million tickets to the tournament sold already, the **FIFA Women's World Cup 2023™** will be the most-attended standalone women's sporting event in history. Our coverage will deliver huge national reach and connect with a broad audience, including hard-to-reach light TV viewers. All of Australia will be cheering on the Matildas and we can't wait to be part of it."

Seven West Media National Sport Sales Director, Rob Maclean, said: "The partnership of Seven and Optus Sport is a unique, truly converged and national cross-platform proposition, one that follows viewers' behaviour for maximum brand impact and one that reflects the future of total TV trading.

"Together, Seven and Optus Sport will unlock the complete audience potential of this exciting event. Wherever fans are watching across Seven, 7plus and Optus Sport, our partners and sponsors will be there."

Optus VP of TV, Content & Product Development, Clive Dickens, said: “This event represents the continuation of our commitment to elevate women’s football. With 32 international teams competing for glory, there will be more storylines to follow than ever before and we wanted to ensure all fans never miss a moment. Optus Sport will be the home of all 64 matches, ensuring Australians can follow their teams through the tournament regardless of who they support.

“The incredible cultural moment represents the first time we have hosted a tournament on home soil. The momentum around women’s football is undeniable and it’s been great to see the genuine excitement from brands looking to further support the inspirational growth of the women’s game.”

Optus Sport has assembled a world-class coverage team to bring this tournament to life, led by an all-female host line up, with former Matilda Amy Duggan joined by experienced football match hosts Nia Owens and Kelly Somers. Fans will be treated to round the clock coverage on Optus Sport that begins every morning at 8.00am with the live breakfast program, The Daily Kickoff.

[7NEWS.com.au](https://www.7news.com.au) will introduce a dedicated **FIFA Women’s World Cup 2023™** hub for breaking news, live match statistics, match scheduling and broadcast information.

In addition to hosting matches, Mel McLaughlin will present a daily **Highlights** program, a co-production with the sports content studio I Want It Yesterday Productions, to air 2.00pm (check local listings) each day of the tournament on Channel 7 and 7plus.

Mr McLean said: “For Seven, the **FIFA Women’s World Cup 2023™** represents the first time we have built a partner/sponsor only, limited brand proposition. It is a model designed to deliver maximum impact and brand outcomes. And we have created new, integrated assets available for the first time in a World Cup broadcast and new advanced advertising solutions, including connected TV freeze frame and a custom match centre on [7NEWS.com.au](https://www.7news.com.au).

“The **FIFA Women’s World Cup 2023™** will be the biggest event in Australia this year and Seven will be right there, delivering great content for our viewers, partners and sponsors,” he said.

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Optus Sport spokespeople are available for interview upon request. Please contact media@optus.com.au or (02) 8082 7850 to schedule.

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 is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; broadcast video on demand platform [7plus](#) (13 million+ registered users); [7NEWS.com.au](#); The West Australian; and The Sunday Times. The Seven Network is home of Australia's most loved news, sport and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS, 7NEWS Spotlight, Sunrise and The Morning Show, The Voice, Home and Away, Australian Idol, My Kitchen Rules, Big Brother, SAS Australia, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, RFDS** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, AFLW, Cricket Australia (including the BBL and WBBL), Supercars and the **FIFA Women's World Cup 2023™**.

About Optus Sport

Since 2016, Optus Sport has been recognised as Australia's home of the world's best football, with live and exclusive broadcasts of Premier League, La Liga Santander, Barclays Women's Super League and J-League. Optus Sport is also the home of UEFA National Team Football including UEFA Nations League™, all UEFA EURO 2024 qualifiers, all UEFA European qualifiers for the 2026 FIFA World Cup, and a range of international friendlies, as well as holding the Australian media rights the **FIFA Women's World Cup 2023™** <https://sport.optus.com.au/>