



Thursday, 23 September 2021

Seven appoints new Head of Research and Insights

As Seven West Media (ASX: SWM) continues to accelerate its digital transformation and market-leading data offering, the business has strengthened its Insights team with the appointment of Craig Johnson as Head of Research and Insights, effective immediately.

A key member of Seven's Audience Intelligence team, Mr Johnson is responsible for measuring and analysing data and insights from Seven's audiences across all platforms, including broadcast television and online streaming on [7plus](#). He reports to Director of Audience Intelligence, Andrew Brain.

Mr Johnson has previously held senior roles in international and Australian media companies and was most recently embedded at Facebook's Californian head office as a Senior Vice President – Global Business Partner Leader at Nielsen, where he managed and grew the global alliance between Facebook and Nielsen.

Mr Brain said: "Craig is an accomplished leader in data and his extensive background in media and previous senior roles at Nielsen across multiple territories will be a tremendous asset to Seven.

"As a strategic partner to our marketing, programming, commercial, corporate and strategy teams, Craig will bring new thinking and innovative approaches to data measurement that will help inform critical business decisions. He also joins us at an exceptional time for the industry, following the recent roll out of VOZ, OzTAM's Total TV reporting and the newly announced IAB measurement partner, Ipsos."

Mr Johnson said: "I am thrilled to join Seven West Media during such an exciting time of growth for the company. I look forward to working with the team to drive new measurement solutions under Seven's market-leading first-party data assets, including 7REDiQ, and unifying insights and data analytics across the company."

Mr Johnson's appointment follows the departure of Emelia Millward, who is moving to a new role overseas.

For further information please contact:

Rob Sharpe
Head of Corporate Communications
rsharpe@seven.com.au
0437 928 884

About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.