



Media Release

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Seven hires new Head of Commercial Data Launches new partnership with Adobe

The Seven Network today announced the appointment of Dean La Rosa as Head of Commercial Data and a new partnership with Adobe for its 7REDiQ audience intelligence platform.

Mr La Rosa will join Seven on 10 May, responsible for identifying and delivering commercial data solutions for customers and partners. His resume includes commercial data roles at Nine Network and, before that, two years at Acxiom.

The Adobe announcement is a key element of the 7BYOD (Bring Your Own Data) product suite as it now connects over 6 million SWM-iDs with an Adobe ID.

The partnership means Seven can now offer data enrichment to more customers, giving them the ability to identify new customers from Seven's growing signed-in user base, unlock insights and turn those insights into campaigns targeted across Seven's digital channels.

Today's announcement comes hard on the heels of the launch of new strategic data partnerships for 7REDiQ with Unpacked by Flybuys, the data division of Australia's most popular loyalty program, and Weatherzone. 7REDiQ's other data partners include TEG, Carsguide and Mastercard.

Seven West Media Chief Marketing Officer, Charlotte Valente, said: "With rich insights into the behaviour of more than 6 million people who have registered with Seven's market-leading [7plus](#) platform, 7REDiQ gives marketers the ability to define their own customers by their passions, affinities, purchasing power, behaviours and attitudes.

"Now we have taken the step of offering Adobe customers a granular understanding of their audience inside the 7REDiQ platform through Adobe ID match, as part of Seven's BYO data solution.

"This secure and compliant environment gives brands the power to append their own customer data against our verified audience data and data from our premium second-party data partners," she said.

Seven West Media Network Digital Sales Director, Nicole Bence, said: "We are very excited to welcome Dean to the team. His talent and experience will help us build our first-party deterministic data approach to prepare for the decline of third-party cookies.

"As we continue to add new data partners and innovative technology solutions to 7REDiQ, Dean's experience and skills will help us fast track commercial data led solutions for our clients."



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Mr La Rosa said: “I’m excited to be joining Seven. What they have accomplished over the past 12 months is incredible and people are taking notice. Seven’s approach to connecting Flybuys and Mastercard data to logged-in users on the largest screen in the house – all in time for the start of the Tokyo Games – clearly demonstrates how innovation, insights and results are at the heart of 7REDiQ.”

For more information, please contact:

Neil Shoebridge

M: 0417 511 012

E: neil@skmediagroup.com.au

About 7REDiQ

7REDiQ is Seven West Media’s audience intelligence platform that offers an end-to-end solution for brands as they look to understand and reach their audiences. It enables brands to fuse their own data with Seven’s first-party and partner data, to activate it across Seven platforms including 7plus and 7NEWS.com.au, and then measure their results. Built to allow Seven to deliver on its goal of being an audience-centric business, 7REDiQ fast-tracks audience understanding across all of Seven’s touchpoints. It enables better understanding of who is engaging with Seven’s content and overlays it with lifestyle trends, sentiment, location and purchase insights from Australia’s leading data partners. The result is a comprehensive and actionable picture of the viewer.

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.