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Seven powers up premium total video trading CODE 7+ takes flight in 2023

The first phase of the Seven Network's new state-of-the-art digital and broadcast converged trading platform, CODE 7+, will take flight in 2023, providing Australian advertisers and agencies with faster, more effective and easier buying across the screens of Seven.

Announced last year as the network's largest-ever technology transformation project, CODE 7+ is a new, advanced converged media planning and campaign tracking solution, which transforms and enhances Seven's successful audience automation solution, CODE 7, making it the future of total video audience buying in Australia.

The second phase of the rollout of CODE 7+ will start next year, revolutionising BVOD trading in Australia and making [7plus](#) an even more powerful platform for advertisers. In 2024, the full total video audience delivery system will launch.

In a global first, Seven will bring together the technologies of both Salesforce, the global leader in CRM, and Imagine Communications, a leader in video infrastructure, advertising systems and workflow management solutions.

CODE 7+ will also be underpinned by the new industry total audience measurement VOZ, along with data from Seven's market-leading audience intelligence platform 7REDiQ, to unlock better results and dynamic campaign deliveries that will maximise outcomes.

With CODE 7+, advertisers and agencies can leverage Seven's reach of 18.5 million viewers a month. Whether its broadcast or digital, metro or regional audiences, brands can weave their message throughout Seven's amazing stories and cultural moments that millions of Australians talk about each week.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "We're excited to introduce CODE 7+ to the digital media community next year, offering more automation, reduced turnaround times and improved processes to get campaigns live fast and making them even more effective.

"We have listened to our client and agency customers to carefully understand what they need most – not just now but into the future – to effectively invest with us to reach and engage with their target audiences. We have worked with them to co-create what we believe will be the best total video trading platform in the world.

"The next stage of CODE 7+ will provide our clients and agency partners with more certainty on delivery through the very latest improved optimisation engine, with increased addressability and targeting capabilities on their way," he said.



“The integration of VOZ total audience data will also be a huge boost to CODE 7+ and for marketers by helping them identify opportunities, maximise reach and exploit digital viewing behaviours in a modern video ecosystem across Seven’s powerhouse content.

“By combining advanced technology from global-leading vendors with Seven’s market-leading audience intelligence platform 7REDiQ, CODE 7+ is the future of total video audience trading, designed to make it even easier for brands to reach Australia’s biggest audience on Seven, all at the push of a button,” Mr Burnette said.

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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, My Kitchen Rules, AGT, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Home and Away, The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and Supercars.