



Tuesday, 5 December 2023

Seven unveils new Advanced Advertising team

The Seven Network, Australia's most watched broadcast and digital company, today announced the launch of a new Advanced Advertising division to drive the development and launch of innovative new trading models across Seven's national converged total TV ecosystem.

The team has been set up to lead Phoenix, the world's most advanced total TV trading system. Phoenix brings together the massive reach and audience of the screens of Seven and [7plus](#) for brands to invest across the capital cities, regional Australia and digital all in one place. It will be the first time dynamic trading has been available for regional markets.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Phoenix and the Advanced Advertising team will provide new ways of buying total TV and deliver a guaranteed, seamless and effective audience delivery as measured by VOZ, along with attribution tools and data enrichment direct from 7REDIQ, which incorporates the customer data platform for over 13.5 million registered 7plus users.

"In the increasingly complex world of media fragmentation and trading, Phoenix is simple and powerful."

Seven's Alex Tansley has been appointed Head of Advanced Advertising. He was previously Head of Converged Audience Trading, responsible for developing and delivering Seven's strategy across converged total TV audience trading solutions.

Joining Mr Tansley in the new team is Liz Beverley as Campaign Delivery and Optimisation Manager. She joins Seven after 14 years at Multi Channel Network/Foxtel Media, where she worked across various departments including sales, training and development, and ad operations.

Matt Murphy has been appointed to the Advanced Advertising division as Audience Predictions Manager, responsible for driving advanced audience forecasting models across all of Seven's content and inventory. He was previously a Senior Insights Analyst at Seven and also worked at Multi Channel Network/Foxtel Media and Network 10.

Mr Tansley said: "With Phoenix, Seven is creating the future of total TV audience trading in Australia, underpinned by world-leading technology. The Advanced Advertising team will place the client at the forefront of everything we do, ensuring more effective and efficient outcomes across all campaigns.

"In late 2022, Seven activated Australia's first ever fully converged total TV campaign. Since then, we have activated more than 50 fully converged campaigns. Our new team will fuel strong growth in the process and capability of the Seven sales teams across the country, scaling up our converged TV offering while also accelerating our dynamic audience trading capabilities with the new Phoenix system."



Mr Burnette said: “As the market rapidly evolves to total TV and video trading across screens and recognises its clear benefits, the demand from the market and the technology and capability that Seven is building has exponentially increased. Phoenix will be an absolute game changer for marketers and media agencies – and the new Advanced Advertising team will be at the forefront of its rollout and implementation.

“Phoenix will use inventory optimisation and AI audience prediction engines to deliver guaranteed outcomes – every channel, every zone, every market, separate or converged, however our customers choose to engage. It means clients will be able to do more with their budgets and reach more people, more efficiently and effectively, with even more accountability.”

Phoenix: the key client benefits:

Combining the latest technology from global ad sales software leaders Salesforce and Imagine Communications, the Phoenix platform will, for the first time:

- Deliver new ways to trade in a dynamic and converged way across all the Seven platforms, leading the evolution of trading and creating the future of total TV audience trading.
- Enable clients to buy across all the screens of Seven easily and effectively.
- Allow dynamic trading in regional markets, an Australian first.
- Allow the full utilisation of data assets, leveraging the introduction of VOZ and Seven's unique data assets to expand multi-screen audience delivery opportunities.
- Centralise and harmonise client data across Seven's capital city, regional and digital assets to provide a holistic data view to clients, allowing the optimisation of campaign delivery.
- Offer converged reporting that provides a complete picture, across all platforms, in one place, creating a streamlined and efficient view of customer activities and quick action and response times.
- Reduce the time spent on linear and converged booking processes from hours to minutes.
- Drive customer-centricity and focus through innovative and market-leading CRM tools.

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Media Release

That's massive.



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 more than 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](#); [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**, **Dancing With The Stars**, **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.