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TVSN and Seven strike new broadcast deal Leading shopping brand set to join Seven and 7plus in 2024

TVSN Channel Pty Ltd (TVSN) and the Seven Network – Australia’s most watched TV and digital network – have signed a new agreement for the exclusive free-to-air national broadcast of the leading Australian shopping channel TVSN on Seven and [7plus](#) nationally.

TVSN is Australia’s leading video e-commerce retailer with a live and on-demand presence through subscription and free-to-air television, e-commerce sites, and mobile applications. Operating 24 hours a day and seven days a week, TVSN entertains, informs and inspires customers with high-quality products presented via leading experts and international celebrities, live demonstrations and customer testimonials.

Effective 1 July 2024, TVSN will transition all its Australian metropolitan and regional free-to-air broadcasts from its existing partners, TEN and WIN, to Seven. It will be available on Channel 77 in the capital cities, Channel 67 in regional markets and 7plus nationally.

TVSN’s Chief Executive Officer Judy Deuchar said the new partnership with Seven will catapult the TVSN retail offer to the next level of experience.

“We are excited about this new media and distribution partnership with Seven,” she said.

“At TVSN, we are leaders in selling through video content, bringing customers the best local and exclusive international brands, much-loved products, and unique celebrity finds.

“This partnership will deliver an enhanced viewing experience to a wider audience across the vast dynamic network of Seven’s metro and regional audiences as well as their growing digital platforms,” Ms Deuchar said.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “TVSN is a significant player in the home shopping experience and the broader premium video marketplace, which is a key focus for Seven. We are delighted to welcome the brand to Seven.

“TVSN will be an attractive addition to the great content of Seven and 7plus, and our strategy to engage and connect with Australians consumers in new ways. The move by TVSN to the screens of Seven also highlights the effectiveness of the Seven West Media assets as the best in market to grow brands, sell product and offer content distribution and amplification.”

TVSN is part of Direct Group, a leading direct-to-consumer retailer with a portfolio of online, social and catalogue brands that include Innovations, Infashion, Reader’s Digest, GAIAM, Fox Collection and Entertainment Masters.



The new broadcast agreement with Seven will commence on 1 July 2024, and TVSN will transition customers with exciting offers during the changeover.

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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](#); [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**, **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.

About TVSN

TVSN is Australia and New Zealand's favourite TV shopping network. TVSN has over 100,000 five-star product reviews from satisfied customers across Australia and New Zealand. TVSN carries an extensive range of premium brands, including Philips, KitchenAid and L'Occitane, offering the latest product launches and exclusive deals and offers. Dolly Parton, Jane Seymour, Katherine Kelly Lang, and Dr Paul Nassif from television's *Botched!* are all familiar faces on TVSN.

TVSN is proud to support Australian brands, including The Beauty Chef, The Jojoba Company, Rubyyaya, Vegepod and many more.