



screenPLAY delivers across all platforms

- screenPLAY, Seven's omni-channel move into esports and gaming, is scoring across all screens including mobile, social, web and broadcast with fans consuming screenPLAY across multiple screens and actively engaging with our eSports content.
- On Facebook, screenPLAY has delivered a reach of nearly 840,000. Online has delivered 11,500 impressions and across YouTube, Twitch, Twitter and Instagram, screenplay has delivered 98,000 video views.
- On 7mate on Thursday, screenPLAY reached 222,000 (average audience: 115,000) Australians across metropolitan and regional markets and dominant commercial multi-channel shares in viewers 18-39 (men and women) and Generation Z.
- screenPLAY marks the first major support of esports by an Australian commercial media network. Seven is partnering with the leading esports publishers and organisations to deliver the latest and greatest esports content for the Australian gaming community. Further announcements on screenPLAY's focus on esports will be released in the coming weeks, including the launch of Seven's very own screenPLAY league.
- screenPLAY is curated and hosted by popular gaming personalities Stephanie Bendixsen (@Hexsteph) and Nich Richardson (@Nichboy) and is online at [screenPLAY.seven](https://www.screenplay.seven.com.au), Facebook, YouTube, Twitter, Instagram and Twitch, and on 7mate on Thursdays.
- According to Steph: "Video games continue to be one of the most complex and exciting genres of entertainment, in my opinion. Of course gamers know this. Now it feels like the rest of the world is realising it too. I'm so happy that the community we have built socially is already so strong - and I know we'll bring an even broader crowd in through 7mate."

- Nich said: "It's so exciting to see how the Australian gaming community has embraced us, and how quickly that word about screenPLAY is getting out. My goal was always to build a family around this show, and the fact that's it's started this fast and this strong is really inspiring!"
- esports is a fast growing grassroots phenomenon with winning teams collecting over \$95m in prize money in 2016; this is expected to continue growing with an estimated 600m people watching esports around the world by 2020.

Homepage: screenPLAY.seven
Facebook: www.facebook.com/screenPLAYau
YouTube: www.youtube.com/screenPLAYau
Twitter: www.twitter.com/screenPLAYau
Instagram: www.instagram.com/screenPLAY
Twitch: www.twitch.tv/screenPLAYau

Social Media: Internal Analytics. TV Source: OzTAM (Metro), RegTAM (Regional), Combined: Metro + Regional. Average Audience. Network National Reach Estimate based on Metro and Regional (1 minute viewed) of screenplay. Won timeslot on Commercial Multi-channels. 7mate, 29/6/17. Data: Preliminary Overnight (Live + As Live).