



Seven is ready for Rio

5 August 2015 -- Seven West Media is set to deliver the most comprehensive, innovative multi-platform and technologically advanced Olympic Games coverage ever seen with its all-encompassing delivery across all communications devices of the Games in Rio de Janeiro – one year from today.

Every event will be broadcast live across broadcast television and any connected device.

Twelve months ago, the Seven Network, Australia's most-watched broadcast television platform, confirmed the signing of an historic, long-term agreement for an all-encompassing coverage of the Olympic Games over the coming decade. Seven's agreement with the International Olympic Committee delivers free broadcast television and subscription television rights, and expands beyond television to Seven's digital platforms, including online, mobile and other emerging forms of content delivery and Hybrid Broadband Broadcast Television. Seven has also secured radio broadcasting rights.

Under the unprecedented new agreement, Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018, and the Games of the XXXII Olympiad in Tokyo in 2020. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024. Seven will also broadcast the 2016 Winter Youth Olympic Games in Lillehammer and the 2018 Summer Youth Olympic Games in Buenos Aires.

Over the coming decade, Seven will create and deliver the most comprehensive, technologically advanced, multi-platform coverage of the Olympic Games to all Australians on any communications device.

Commenting, Tim Worner, CEO of Seven West Media, said: "The Olympic Games have been an integral part of Seven's history since those first days of television in Australia 59 years ago. We are extraordinarily proud of our long partnership with the IOC and the Olympic movement. The Olympic Games are a commitment to excellence. As our first coverage of an Olympic Games in Melbourne defined our television business, the forthcoming Games in Rio will define our business and our connections with our audiences over the coming decade. We will deliver a coverage that takes every moment of the Games to all Australians across any communications device.

"And on a more personal level, we take great pride in our partnership and our newly formed agreement as a key sponsor of the Australian Olympic Team. Beyond television and beyond our expanding coverage, we are so pleased to be actively involved with the Australian Olympic Team and the Australian Paralympic Team as a major sponsor and partner. We are backing in great Australians," Mr Worner said.



Seven and the Olympic Games

Seven's commitment to the Olympic Games now spans six decades and represents something of a homecoming. The Olympic Games in Melbourne was our first broadcast. Back then, our coverage involved one outside broadcast truck and three cameras and we moved them from the Olympic Stadium at sunset to the Olympic Swimming Pool to create six hours live coverage each day.

And while technology has undertaken a quantum leap, those first days of television are inextricably linked to our future: building on a partnership with the Olympic movement that has seen us broadcast eleven of the past fourteen Olympiads, a passion for sports and an obligation to bring all Australians every angle, every moment of the greatest event in modern history.

From three cameras in Melbourne to the airfreighting of film from Rome in 1960, videotape and the very early use of satellite from Tokyo in 1964 and finally daily satellite coverage from Mexico in 1968. It's been a quite a journey and one that continues. Our commitment to live coverage of the Olympic Games came with Munich in 1972 and Montreal in 1976, and in 1980, we pledged our support to the Olympic movement in a challenging international political climate, ensuring and delivering live continuous coverage of the Games with 100 hours of coverage from Moscow.

In 2000, we welcomed the world to Australia as the television network of the Games of the XXVII Olympiad. In 2006, at the Olympic Winter Games in Torino we acknowledged our 50 year partnership with the International Olympic Committee. And we weren't just catering for Australian audiences. Crews from Seven worked in Barcelona, Atlanta, Sydney, Athens and Beijing as an integral partner of the Games global broadcast, producing coverage of major sports including swimming, diving, water polo and tennis.

Seven has been recognised by the International Olympic Committee as a leader in Olympic Games coverage. In 2008, we were awarded the highest honour - the gold award in the Olympic Golden Rings, a prestigious international competition in which the IOC awards excellence in television coverage of the Olympic Games. Seven's gold medal came in the most highly-contested category – The Best Olympic Programme – recognising best overall coverage of the Olympic Games in Beijing and was Seven's third gold award in The Olympic Golden Rings. Seven was awarded the Golden Ring for Best Olympic Programme for its coverage of the Olympic Winter Games in Torino in 2006 and recognised with gold for its coverage of the Olympic Games in Athens in 2004. Seven has also been recognised in the annual Australian television industry Logie Awards with its coverage of the XXIX Olympiad receiving the highest honour for Most Outstanding Sports Coverage. The network has also received three Sportel Monaco Podium d'Or Georges Bertelotti Awards for its coverage of the Olympic Games.