



Seven is ready for the Commonwealth Games on the Gold Coast

4 April 2017 – Seven, Australia’s most-watched broadcast television platform, is set to deliver the most comprehensive multi-platform and technologically advanced Commonwealth Games total video coverage ever seen with its all-encompassing coverage across television and connected devices of the Commonwealth Games on the Gold Coast – one year from today.

It will be Seven’s biggest coverage of any event in Australia since the Olympic Games in Sydney in 2000, and builds on Seven’s multi-screen live coverage of the Olympic Games in Rio. Seven’s agreement with the Commonwealth Games Federation delivers all rights in Australia including free-to-air broadcast television and subscription television rights, online, mobile and social media, and radio, and expands to Seven’s digital platforms.

In addition to Seven’s coverage in Australia, the network is in partnership with NEP and Sunset + Vine to produce the global broadcast of the Commonwealth Games – with more than 1,100 hours of live television.

Commenting, Kurt Burnette, Seven’s Chief Revenue Officer and Event Director, Olympic Games and Commonwealth Games, said: “We’re delighted to be in partnership with the Commonwealth Games on the Gold Coast. It is a major commitment for our company and we will deliver coverage across an array of screens and devices.

“We are looking forward to an innovative coverage of the single biggest event since those remarkable 17 days in Sydney in 2000. We will also build on the proven advertising effectiveness and record-breaking success of the multi-screen delivery of the Olympic Games in 2016, taking these insights and learnings to further enhance that award winning offering into the Commonwealth Games.

“The Commonwealth Games in 2018 is a key component in our plans to drive home our leadership as we broadcast the AFL Finals Series, AFL Grand Final, the Rugby League World Cup, the Melbourne Cup, the Australian Open, the Olympic Winter Games and the Commonwealth Games over the coming twelve months.”