



Seven launches expanded coverage of The Australian Open Series and delivers the power of live television on connected screens

More than 600 live and free matches and 2,000 hours of total video content

Seven launches pioneering freemium OTT live sports offering

Tennis fans able to upgrade streaming to HD and add long-form match replays with reduced commercial content

The Seven Network – a key business of Seven West Media, one of Australia’s leading integrated media and content creation companies - today announced a fully updated OTT product experience of its market-leading 7Tennis coverage of the Australian Open Series.

Building on the success of Seven’s market-first multi-screen coverage of this year’s 2016 Australian Open, Seven is expanding its fully-integrated coverage across broadcast television, online and mobile. This will complement a further expansion in Seven’s coverage of The Australian Open and the Summer of Tennis across Seven, 7TWO and 7mate. Beyond the Australian Open, Seven will also broadcast and stream live Seven’s Summer of 7Tennis across television, online and mobile - including the Fast 4, Hopman Cup, the Brisbane International, Sydney International and the Kooyong Classic.

Across the Open and Seven’s Summer of 7Tennis, all Australians will be able to watch live on-air, online and on mobile, on Apple iOS and Android devices. The cornerstone for Seven’s expanding coverage will be the updated 7Tennis mobile app with over 2,000 hours of live, exclusive and free tennis, catch-up and on-demand short-form highlights. Seven will also introduce for the first ever time a freemium offering of The Australian Open allowing tennis fans to upgrade their experience with more than 600 matches to live stream in HD, select long-form full match replays and less commercial content for a single transaction fee of \$9.99 in the app stores.

Commenting, Clive Dickens, Seven's Chief Digital Officer, said: "We have listened to our audience and not only do they think all Australian sport should be free but they also told us they would be willing to pay for additional features like HD Streaming, extra content and less commercials. The 7Tennis product is another first to market innovation for Seven that we can't wait to share with the fans."

Commenting, Kurt Burnette, Seven's Chief Revenue Officer, said: "The 2016 Olympic Games broke records but more importantly through data, analytics and insights gave us clear insights into how consumers view our content across screens. The 7 Tennis innovation across all screens is that insight in action in direct response to consumer needs. It also offers our advertisers and marketing partners the ability to be connected with consumers across every part of that customer journey. We will deliver unparalleled reach and effectiveness across connected screens, incorporating the latest in media technology, measurement and consumer insights."

With its all-encompassing coverage of The Australian Open, the Seven Network moves into 2017 with a new long-term partnership with the Australian Football League and a portfolio of major sports events across 2017-2018, including the AFL Grand Final, the Melbourne Cup, the Rugby League World Cup in Australia, New Zealand and Papua New Guinea, the Australian Open in 2018, the XXIII Olympic Winter Games in PyeongChang in 2018 and the XXI Commonwealth Games on the Gold Coast in April 2018. Seven is also the network of the Games of the XXXII Olympiad in Tokyo in 2020.

Commenting, Saul Shtein, Seven's Head of Sport said: "The Australian Open is one of our biggest events in sport on Seven, and we look forward to creating a coverage that will capture every key moment and connect with our audiences on every screen. We will be launching some new innovations in our coverage of The Australian Open as we launch into an extraordinary eighteen months for Seven and deliver the biggest events in sports across 2017 and 2018."

7Tennis

7Tennis will live stream Seven's coverage of The Australian Open and Seven's Summer of Tennis and also stream matches on courts beyond Seven's television coverage. There will be up to 16 live streams of courts at the Open coupled with streams of press conferences and short-form VOD (video-on-demand) content including highlights and archival footage, photo galleries, a social wall with Twitter and Facebook, live scores and results from all matches, player profiles and exclusive produced content beyond Seven's internationally recognised broadcast.

The Australian Open Tennis Experience

During The 2016 Australian Open, Australian audiences were able to not only choose between matches on Seven and 7TWO, they also had the option of watching one of 16 matches during the day and three at night through smart TVs, mobile, tablet and IOT devices. Around one third of regular viewers of The Australian Open accessed some tennis content on digital platforms every day. There were over 7.4 million streams, with over 40 million minutes of streaming during the Australian Open Series. On social media, global reach hit 21.7 million on Facebook and 7.8 million on Twitter.

The Melbourne Cup Experience

Seven and Yahoo7 enjoyed a record-breaking run for The 2016 Melbourne Cup - with more than 575,000 streams across the day, up 18% on Melbourne Cup Day in 2015.

The Olympic Games Experience

More than 18 million Australians watched all or part of the Rio Olympic Games across Seven, 7TWO and 7mate. Seven delivered 37.7 million live and VOD streams with a total viewing time of 325 million minutes, and an additional 73.8 million social video views. Facebook delivered 46.4 million social video views of Seven's coverage, YouTube delivered 15.9 million views of Seven's coverage, Twitter delivered 6.5 million views of Seven's coverage and Snapchat delivered 5.0 million video views of Seven's coverage. Across the screens of Seven, Australians viewed 20.7 billion minutes of coverage.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with four broadcast channels, Seven, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past ten years. The network also dominates across breakfast and morning television.

The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its digital broadcast channels and across an array of mobile and social platforms.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO, 7mate and 7flix, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, the West Australian and PLUS7.

Seven Delivers Leadership in Sports

Seven is focused on delivering the biggest sports events to all Australians. Seven is the network of the Australian Football League and the Olympic Games. Seven's long-term partnerships confirm the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its broadcast television channels and accelerate coverage across online, mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sport builds on the network's unprecedented agreement with the International Olympic Committee. Seven is the network of the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Seven is also the home of the Commonwealth Games on the Gold Coast in 2018.

Seven's agreements for the Olympic Games, Commonwealth Games on the Gold Coast and the World Swimming Championships join the company's long-term commitment to the National Football League, including the Super Bowl, The Masters, Royal Ascot and Wimbledon as major international sports franchises for Seven.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, and the local Australian Rules Football competitions, the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Stradbroke Handicap, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in rugby, and all major tennis tournaments in Australia including the Australian Open and the Davis Cup. Seven also has all-encompassing rights to swimming in Australia and is the network of the Australian Swimming Championships.