

Media Release Melbourne

on



18 November, 2014

Seven scores with the VFL

Seven Melbourne will broadcast Victorian Football League matches live, free and exclusive in a boon for local football.

Seven has secured the exclusive free-to-air broadcast rights for the 2015 and 2016 Victorian Football League seasons.

Under the new agreement with AFL Victoria, Seven will show the VFL 'Match of the Round' live on Channel 7 in Melbourne every week throughout the regular season, as well as VFL finals and the VFL Grand Final.

The agreement adds to Seven's long and proud association with VFL/AFL football stretching back to the first days of television and augments Seven's current broadcast agreement with the AFL that sees four AFL matches broadcast each round.

It also builds on Seven's ongoing support for grassroots football in Victoria, with Seven News Melbourne the official partner of the Western Region Football league.

The Managing Director of Seven Melbourne, Lewis Martin, said:

"We're thrilled to be broadcasting more live football to Victorians and adding to our blue-chip AFL and sports portfolio, while complementing our local grassroots football initiatives. And we'll do it with the passion, insight and quality that have been the Seven tradition."

Grant Williams, General Manager Community Football Operations for the AFL, said:

"AFL Victoria is delighted that Seven has committed to broadcasting live Peter Jackson VFL competition matches in 2015 and 2016.

"The televising of Peter Jackson VFL games on Channel 7 will provide an enormous boost to the profile of the VFL competition, the participating clubs and the many young and exciting players that play each week in the VFL," Mr Williams said.

"AFL Victoria would like to sincerely thank Lewis Martin and his team at Seven along with Simon Lethlean and the broadcasting group at the AFL who have helped manage the development of this partnership which will see the free-to-air broadcast of a weekly VFL game on Channel 7."

The signing follows the outstanding success of Seven's broadcast of South Australian football in 2014, with audiences nearly doubling on the previous year – including the highest rating SANFL Grand Final since 2002.

Leadership in Sports

Seven is the official broadcast partner for an unrivalled portfolio of major sporting events including the Summer and Winter Olympics, AFL, all major tennis tournaments in Australia including The Australian Open and The Davis Cup as well as Wimbledon; all major horse racing meeting on the Australian calendar including the Sydney Easter Carnival, the Caulfield Cup Carnival, the WS Cox Plate, Stradbroke Handicap, the Melbourne Cup Carnival and for the first time in January 2015, the Magic Millions; all major Australian golf tournaments including the Masters, the Open, the PGA as well as the US Masters; the Sydney-Hobart Yacht Race; V8 Supercars and Bathurst 1000; all major iron man and triathlon events, the Cadel Evans Great Ocean Road Race and the NFL and Superbowl.

For further information please contact Greg Smith on 0438 777 164.