



Seven Secures Masters Tournament

27 January 2014 -- The Seven Network today confirmed an agreement has been reached with Augusta National Golf Club to broadcast the Masters Tournament, regarded as the most important professional event in golf.

The agreement comes in time for Seven to broadcast Adam Scott's defence of his 2013 Masters title. Seven's agreement with the Augusta National Golf Club delivers exclusive free broadcast television rights as well as opportunities across Seven's digital platforms, including online, IPTV, mobile and Hybrid Broadcast Broadband Television.

Confirming the agreement, Seven's Head of Sport, Saul Shtein: "This is a terrific signing for Seven. The Masters is the world's greatest event in golf and it certainly is up there as one of the great sports events in the world. Importantly, the signing of the Masters reaffirms a key strategy in our future: a focus on live coverage of major sports events across our broadcast television platform and leveraging and expanding that presence into new forms of content delivery.

"Adam Scott winning the famed Green Jacket -- and his form here during our summer of golf -- has reignited interest in the sport. We're looking forward to his defence of the Masters title this coming April and couldn't be happier to be working with Augusta National and the team at CBS Sports and ESPN to deliver all-encompassing coverage of the Tournament on our digital broadcast platform. We can't wait to be the home of the Masters in Australia and are looking forward to delivering the event across broadcast television, online and mobile."

Leadership in Sports

Today's agreement further confirms Seven's leadership in sports television with the network dramatically expanding its coverage of major sports across its three digital broadcast television channels and accelerating coverage across online, IPTV, HbbTV, mobile and other emerging forms of content delivery. The Masters joins Wimbledon as a major international sports franchise for Seven in 2014. Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series and Grand Final, V8 Supercars including the Bathurst 1000, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including The Masters, The Open and the Perth International, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.