

## **Seven secures long-term partnership with the Australian Football League**

### **Seven signs new six year agreement for seasons 2017-2022**

### **Seven signs all-encompassing agreement for broadcast television for Thursday Night Football, Friday Night Football, Saturday Night Football and Sunday Afternoon Football**

### **Seven secures AFL Finals Series, AFL Grand Final and Brownlow Medal and all major holiday “blockbuster” matches.**

18 August 2015 --- The Seven Network, Australia’s most-watched broadcast television platform and a key business of Seven West Media, one of Australia’s leading integrated media and content creation companies, today confirmed the signing of an historic, long-term agreement for an all-encompassing coverage of the Australian Football League for seasons 2017-2022.

The new agreement builds on Seven’s current agreement with the AFL for the 2012-2016 football seasons.

Kerry Stokes, Chairman of Seven West Media, said: “Seven and the Australian Football League have a long-standing and deep connection. We are delighted to confirm our partnership with the AFL and look forward to working closely with them as we expand our coverage over the coming decade.

“The signing of this agreement forms a key part of our company’s plans for development and underlines our commitment to the future of broadcast television as we build our media presence over the coming decade.”

Seven’s agreement with the Australian Football League delivers free broadcast television for Thursday Night Football, Friday Night Football, Saturday Night Football and Sunday Afternoon Football. Seven has also secured the Australian Football League Finals Series and Grand Final along with the Brownlow Medal.

Tim Worner, CEO of Seven West Media, added: "We are delighted to extend our partnership with the Australian Football League. The AFL is the biggest football code.

"The new agreement for the 2017-2022 seasons make strong business and financial sense for us. It forms a key part of our plans for the future and will be a significant platform for Seven as we build on our leadership in broadcast television and the delivery of audiences, and build new businesses which will drive our future as Australia's leading integrated media and communications business. The media landscape is changing. Our agreement with the AFL is a cornerstone of our plans to lead that change in Australia."

### **About Seven Network**

Seven is Australia's most-watched broadcast television platform. 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 three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

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 and 7mate, Pacific Magazines, The West Australian and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.

### **Seven delivers leadership in sports**

Today's new agreement with the Australian Football League confirms Seven's leadership in sports.

Seven is focused on delivering the biggest sports events to all Australians. Seven's long-term partnerships confirms the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its three digital broadcast television channels and accelerate coverage across online, IPTV, HbbTV (Hybrid TV), mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sports builds on the network's unprecedented new agreement with the International Olympic Committee encompassing 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. Seven will also broadcast the 2016 Winter Youth Olympic Games in Lillehammer and the 2018 Summer Youth Olympic Games in Buenos Aires. 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 is also the network of the Paralympic Games in Rio in 2016 and the Commonwealth Games on the Gold Coast in 2018. Seven is also the network of the first European Games in Baku, Azerbaijan.

Seven's agreements for the Olympic Games, Paralympic Games, European Games and Commonwealth Games on the Gold Coast, and the World Swimming Championships builds on the company's long-term commitment to the National Football League, including the Super Bowl, The US 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 Tottenham and Chelsea football matches in Sydney, the Bathurst 12 Hour Endurance Race, 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, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in Rugby, all major iron man and triathlon events, the Gold Coast Marathon and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.