



## **Seven secures Rugby League World Cup 2013 from IMG Media**

### **All matches live on 7mate and across online and mobile**

23 June 2013 --The Seven Network is the home of Rugby League World Cup 2013.

Seven has secured exclusive broadcast rights to the 2013 Rugby League World Cup following an agreement with IMG Media, a division of IMG Worldwide, the global sports, fashion and media company.

Seven will broadcast all RLWC2013 matches - which runs from October 26<sup>th</sup>- November 30<sup>th</sup> - live on 7mate as part of an all-encompassing agreement covering broadcast and subscription television rights, IPTV, interconnected TV, catch-up TV, HbbTV, pay per view, video on demand and digital rights, including online and mobile.

RLWC2013 - which is organised by the Rugby League International Federation - will be the fourteenth staging of the Rugby League World Cup tournament and will be hosted by England and Wales with matches also to be held in France and Ireland. Fourteen teams will contest the tournament: Australia, England, New Zealand, Samoa, Wales, Fiji, France, Papua New Guinea, Ireland, Scotland, Tonga, Cook Islands, Italy and the United States. New Zealand is the defending champion, having defeated Australia in the 2008 Rugby League World Cup final. It is Italy and the United States' first Rugby League World Cup.

Today's agreement adds further depth to Seven's leadership in sports television.

Tim Worner, CEO of Seven West Media, said: "Seven is delighted to have secured this agreement that will see us as the home of rugby league and the Rugby League World Cup 2013 across October and November.

"It is an extraordinary event and fits perfectly with our portfolio of major sports event that we can drive across our broadcast television platform and our emerging and developing online and mobile content platforms. A key to this agreement is our ability to deliver this amazing event across multiple platforms in formats that meet the demands of our audiences. This approach is a cornerstone for our future development as a broad-based audience company.

"Live events define our business and we are delighted that rugby league will be on Seven's broadcast platform. We are investing in and building our three channels and 7mate is key to our development, in particular its increasing presence in live sports television and extending its leadership in key male demographics.

"It is also fitting that we are entrusted with the Rugby League World Cup 2013 – it is 50 years this year since the late, great Rex Mossop joined Seven after an extraordinary playing career in league and union, and through his commentary and passion, defined league television coverage in Australia."

Nigel Wood, RLWC2013 Tournament Director, said: "It is great news for the tournament that Seven will be showing every game and on so many platforms. Sports fans in Australia know they can rely on Seven's experience of covering not just domestic and international Rugby League but other world class sporting events too.

"We know we'll be staging the best Rugby League World Cup to date, with competitive matches in front of passionate fans. The tournament now has a compelling broadcast offer in both hemispheres."

Charlotte Brigel, VP, Head of Sales & Operations, Australia for IMG Media, said: "We are delighted to work with Seven. Seven has a rich history of broadcasting world class sporting events and we have no doubt will produce outstanding coverage and provide maximum exposure of this year's Rugby League World Cup 2013 across all platforms in Australia."

IMG Media will oversee the production with matches being produced by the BBC and Premier Sport as host broadcasters as well as by IMG Media, with overlay from Seven Sport under the direction of Seven's Head of Sport, Saul Shtein.

**Ends**

**About IMG**

IMG Worldwide is a global sports, fashion and media business, with 3,500 employees operating in more than 30 countries around the globe. IMG's areas of expertise are diverse and wide ranging: IMG College; IMG's Joint Ventures in India, Brazil, China and Turkey; IMG Media; IMG Events and Federations; IMG Golf and IMG Tennis; IMG Fashion; IMG Models; IMG Art+Commerce; IMG Clients; IMG Academy; IMG Consulting and IMG Licensing. More information is available at [www.imgworld.com](http://www.imgworld.com). Follow us on Twitter and Facebook.

**About Seven**

The Seven Network reaches 98 per cent of Australians and is Australia's most-watched television network. Seven's multiple channel broadcast digital television platform of Seven, 7TWO and 7mate, and its leadership in Australian production confirm the fundamental strengths of the company's broadcast television business and its future in allowing the company to create and distribute its content across an array of communications technologies. Seven is part 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, Packed to the Rafters, The X Factor, the Australian Football League, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian and FANGO.

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