



## Seven secures Rugby League World Cup 2017

18 July 2016 --- The Seven Network, Australia's most-watched broadcast television platform, today confirmed an agreement for all-encompassing coverage of the Rugby League World Cup to be co-hosted by Australia and New Zealand from 27 October to 2 December 2017.

Seven's agreement for the Rugby League World Cup 2017 delivers all rights in Australia including free-to-air broadcast television and subscription television rights, online, mobile, and expands to Seven's digital and mobile platforms.

Seven has also been appointed to undertake the host broadcast for international television of all games played in Australia in the Rugby League World Cup 2017.

Seven's partnership with the Rugby League World Cup follows Seven's successful broadcast of the sport's pinnacle event in 2013. Today's agreement also confirms Seven's commitment to bringing major events to all Australians. The agreement further strengthens Seven's leadership as the television network of major international events held in Australia, building on Seven's coverage of the Australian Open, the World Swimming Championships, the Olympic Games in Sydney in 2000, the Rugby World Cup in 2003 and the forthcoming Commonwealth Games on the Gold Coast in 2018. Seven is the network of the Olympic Games in Rio.

Michael Brown, Chief Executive Officer, Rugby League World Cup 2017 said: "The Seven Network is widely renowned as a leader in sports broadcasting and the Rugby League World Cup 2017 Organising Committee is excited by the opportunities that this partnership presents to both the tournament and the sport as a whole. Seven will broadcast live and free all 28 games, using all their expertise to showcase international Rugby League to Australian households like never before. The Rugby League World Cup 2017 will be the greatest sporting event in Australia next year and we look forward to working with Seven to deliver an event that will entertain the world, inspire communities and celebrate Rugby League."

Tim Worner, Managing Director and Chief Executive Officer, Seven West Media, said: "We're delighted to be the home of the Rugby League World Cup. We are looking forward to working with them. Our securing of the Cup is yet another step in our development as we build the platforms to create our future. The Rugby League World Cup delivers our business an extraordinary opportunity to drive home our leadership as we broadcast the AFL Grand Final, the Melbourne Cup, the Rugby League World Cup, the Australian Open, the Olympic Winter Games and the Commonwealth Games across late 2017 and early 2018."

Seven West Media Chief Revenue Officer, Kurt Burnette, said: “We could not be happier to have Rugby League here on Seven. The partnership with the Rugby League World Cup will see us not only create the global television coverage but also undertake the most far-reaching and expansive coverage of the Cup across television and connected devices. We are looking forward to being a partner with the Rugby League World Cup. It will be a remarkable event. And broadcast live in our primetime.”

### **About the Rugby League World Cup 2017**

In 2017, the best Rugby League players from around the world will be in Australia and New Zealand playing for the most sought after prize in international Rugby League.

The Rugby League World Cup 2017 will see 14 teams play 28 games over five weeks from 27 October until 2 December 2017 inclusive – all hoping to be crowned world champions in what is the pinnacle event in international Rugby League.

In addition to playing matches in Australia and New Zealand, there will be three pool matches played in Papua New Guinea in front of some of the world's most passionate Rugby League fans.

This Tournament will celebrate the diversity of cultures and countries playing and engaging with the game around the world.

Rugby League in Australia has never been stronger. It is now watched and played by more people than ever before and is entrenched in our sporting way of life so now is the time to get behind your team and see the world's best players on the global stage in the Rugby League World Cup 2017.

The tournament draw for the Rugby League World Cup 2017 will be announced on Tuesday 19 July 2016.

### **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 digital 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 new agreement with the International Olympic Committee. Seven is the network of 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 is also the home of the Paralympic Games in Rio in 2016 and the Commonwealth Games on the Gold Coast in 2018.

Seven's agreements for the Olympic Games, Paralympic 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 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 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, 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. Seven also has all-encompassing rights to swimming in Australia and is the network of the Australian Swimming Championships.

### **About Seven**

Seven is Australia's most-watched broadcast television platform. Seven continues to lead in primetime, building on its market-leading performance over the past ten years. 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 platforms, Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

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, West Australian Newspapers and Yahoo7, and the biggest content brands including My Kitchen 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, the West Australian, Presto and PLUS7.