



Seven strengthens leadership in sports sales

The Seven Network – Australia’s most-watched broadcast television platform – today announced two key executive appointments as the company further strengthens its leadership in sales and partnership management in sports television.

Pat Moloughney has been appointed Network Director of Sports Sales, responsible for revenue and strategy across the network’s portfolio of sports. Moloughney joined Seven from IMG eight years ago and has played a key role in sales for Seven across many of the network’s major events, including the Australian Football League, major golf and horse racing, and the Olympic Games in Beijing.

Andrew Nicholls has been appointed to a new role: Network Sport Sales Strategy; Olympic Games and Commonwealth Games. Nicholls’ primary focus is managing strategy and implementation of Seven’s sales programmes for the Olympic Games and the Commonwealth Games. Nicholls joined Seven eight years ago from the Nine Network and has been responsible for sales for many of Seven’s key sports franchises, including V8 Supercars, Rugby Union Test Series, the Olympic Games and the Australian Open.

Commenting, Adam Elliott, Seven’s Network Director of Sales, Adam Elliott, said: “These are two key appointments for us. We are further strengthening and extending our presence in major sports. Sports are a key strategy in our future with 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. Pat and Andrew are highly-regarded by us, the market and our clients. These two key appointments underline our approach to marketing and leveraging our commitment to sports on Seven.”

Leadership in Sports

Seven is focused on delivering the biggest sports events to all Australians. Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018, the Games of the XXXII Olympiad in Tokyo in 2020. There is also an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

And Seven’s agreement for all-encompassing coverage of the Commonwealth Games on the Gold Coast in 2018 builds on this long-term commitment to the Olympic Games and Olympic Winter Games, and joins the National Football League, including the Super Bowl, The US Masters 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, V8 Supercars including the Bathurst 1000, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Magic Millions, Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, including the Open and the Masters, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.