



## **Seven West Media accelerates “Big Data”**

10 March 2014 -- Seven West Media Limited today announced the appointment of David Miller as General Manager, Business Intelligence to lead the company’s “Big Data”. Seven West Media is well-advanced in building and testing its data capabilities and is already delivering strong results. Miller will join Seven West Media from Vodafone Hutchison Australia where he defined and led the “Big Data” strategy for that company.

Seven West Media is partnering with Acxiom, a leading global data company to build the data analytic capabilities that will allow Seven West Media to develop a market-leading data-led approach to its businesses and to create one-on-one communications with its audiences across its broadcasting, publishing and online platforms and through new digital delivery platforms including desktop, mobile, tablets and the forthcoming launch of Hybrid Broadband Broadcast Television.

Each of Seven West Media’s businesses across broadcast television, publishing and online are actively using and activating data through subscriptions and online behavioural targeting. The company’s development in “Big Data” through its Red Fusion business is bringing together this information and analytics in a powerful combination to deliver new content for the company’s audiences and also allow highly targeted opportunities for the company’s advertising partners.

Kurt Burnette, Chief Revenue Officer, Seven West Media, said: “Our businesses are evolving and we are committed to driving greater connections with our audiences using our market-leading businesses in broadcast television, publishing and online to build further opportunities for our audiences and our clients. Key to this transformation is data, knowing our audiences and connecting with them one-on-one. Over the past twelve months, we have made significant progress on this data project and expect we will be fully operational and integrated across our businesses later this year.

“David knows big data. And he has an enviable track record on delivery for Vodafone Hutchison Australia. We are looking forward to him joining us and driving our moves into data analytics and playing key role in shaping our business strategies as we build our presence across all forms of digital delivery of content and create one-on-one connections with our audiences.”

Mr Miller said: "I am enormously excited by the unique opportunity this role offers. The future of the media industry will be shaped by the companies that successfully transform their businesses through the innovative use of their data assets. Seven West Media are clearly committed to lead in this space through their "Red Fusion" program. I am delighted to join one of Australia's leading companies and be part of something that will change the industry."

David Miller will join Seven West Media from Vodafone Hutchison Australia where he was General Manager, Business Intelligence. He joined VHA from Hutchison (3) in 2009. He has extensive experience in data and information management and process analysis at O2 and British Gas in the United Kingdom. He has a BSc Honours in Computer Science from the University of Natal (Durban) in South Africa.

Axiom was recently named winner of a People's Choice Award for Favorite New Products in the 11th Annual American Business Awards- the US premier business awards program. The company was recognized for the introduction of Audience Propensities(TM), a portfolio of "big data" models, developed across 13 industries that enables marketers to more scientifically select media and more efficiently reach their intended audience.