



## Seven West Media Unveils 7Travel

Seven West Media - one of Australia's leading integrated media and content creation companies today unveiled 7Travel: a new cross-platform e-commerce product which unites travel and lifestyle content from across its market-leading media businesses and brands.

7travel.com.au launches with premium content for 104 destinations and travel experiences catering for all demographics from weekend getaways to overseas adventures. The new e-commerce digital product incorporates shoppable content verticals to inspire, escape and transact and delivers integration with social channels including Twitter, Snapchat, Facebook Live, YouTube and Instagram.

Tim Worner, Managing Director and Chief Executive Officer, Seven West Media, comments: "7Travel is another example of our strategy in action. We can use the reach of free to air television in combination with our other media assets to deepen our audience's connection with this new service. We have a track record in travel and we believe we will build on that to establish and grow this new revenue stream very quickly."

In a Seven West Media first, 7Travel delivers superior, multi-screen viewing for consumers using their phones, tablets or laptops whilst simultaneously watching Seven on broadcast television.

Kurt Burnette, Chief Revenue Officer, Seven West Media, adds: "Seven West Media's audience has more than eight million people who have shown interest in travelling in the next twelve months. Seven million have actually travelled in the past year. Through powerful storytelling with 7Travel, Seven West Media will deliver - in combination across our television, online and publishing assets - the inspiration, the insights and the transaction for those people to be inspired, learn and action their travel desires like never before."

Clive Dickens, Chief Digital Officer, Seven West Media, comments: "The 7Travel vision is to narrow the gap between inspiration and transaction for consumers and partners with a purpose-built experience, connecting Australians to our broadcast content whilst using their mobiles. 7Travel has been designed to capture the imagination of Australians who are already dreaming about their next adventure – whilst integrating our premium, free travel and lifestyle content across television, online and mobile."

7Travel was designed and built by Seven West Media's digital team. Darren Kerry, Head of Digital and Innovation, comments: "This free, mobile first, data optimised product delivers a seamless user experience with consumer centric design and market leading functionality."

See [www.7travel.com.au](http://www.7travel.com.au)