



Australia's Olympic Network

Seven teams up with Google for enhanced Olympic Games search experience

Cheer on the green and gold on your screen, anytime and anywhere

2 August 2016 --- The Seven Network – Australia's most-watched broadcast television platform and a key business of Seven West Media, one of Australia's leading integrated media and content creation companies – announce they have teamed up with Google to showcase Seven's video content as part of a unique search experience during the Olympic Games, enabling sports fans to keep up to date on the latest feats from Rio from your screen, at any time.

This new search experience will help ensure that Seven's video content is unmissable throughout the Olympics Games. Australians searching for the Olympics will now discover event schedules, medal counts, athlete information and Seven's video highlights in Google Search. The enhanced search experience will also link to seven.com.au/Olympics and feature 'The Olympics on 7' app for smartphones and tablets. Aussies will also be able to see TV schedules for individual events in local time so they can tune into Seven's TV broadcast from Rio at just the right moment.

In addition, Seven has created a '7Olympics' YouTube Channel for Australian audiences, where daily highlights, reviews, and commentaries can be found and enjoyed again and again. The '7Olympics' YouTube channel will be updated frequently during the Games.

Clive Dickens, Seven's Chief Digital Officer, said: "This unique search collaboration with Google significantly enhances our exclusive Broadcast + Digital coverage of 2016 Rio Olympic Games. Olympics Fans will be able to search and easily find our live streaming content as well as our on-demand streams and Rio highlights."

Kurt Burnette, Seven's Event Director, Olympic Games and Chief Revenue Officer, said: "The 2016 Rio Olympic Games will represent the greatest audience aggregation ever seen in Australian media. And advertisers will have an opportunity to be a part of this moment like never before. The Google search integration is a great example of the new ways advertisers can harness the power combination of Seven and Google. We are creating the content and building our presence on new distribution platforms that will engage our audiences and connect those audiences with our marketing partners."

The 'Olympics on 7' app will be available on smartphone and tablet and a simulcast of Seven's broadcast coverage will also be available to Android users through the app PLUS7.

Previously in March 2016, YouTube and Seven West announced a deal where more clips from Seven's favourite television shows would be available on Seven's official YouTube channels, enabling Seven to deliver quality Aussie content to viewers on all screens, at home and abroad.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with Seven, 7TWO, 7mate and 7flix - 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 by delivering its video and publishing content beyond its digital broadcast channels and across an array of products and 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.