



Australia's Olympic Network

The Seven Network and Snapchat launch exclusive Australian offering for the Olympic Games in Rio

28 July 2016 - The Seven Network and Snapchat today announce an exciting exclusive Australian content and advertising offering for the 2016 Rio Olympic Games via the Snapchat's Live Stories product, bringing Australian Snapchat users closer to the action and excitement of the world's largest event.

Snapchat Live Stories will include over two weeks of official Live Stories that will complement Seven's exclusive multiplatform rights to the 2016 Rio Olympic Games and capture key moments in and around the Olympic Games, via impromptu Snaps from fans, organizers and even athletes in and around Rio events.

This exclusive deal marks the first time Olympic related content has been available to Snapchat users in Australia, making for an immersive and experiential addition to Seven's multiplatform offering for the Olympic Games.

Snapchat Live Stories will also feature advertisements from Seven's broadcast partners who will be spotlighted via Snap Ads, up-to ten second full screen vertical video ads interspersed into the Live Stories.

Live Stories, one of Snapchat's signature features, gives fellow Snapchat users a peek into shared experiences at a range of key live events – from concerts, and festivals, to sporting events and, well, real life. Live Stories are comprised of Snaps taken at these events – by organizers, fans, and even the key actors themselves. These Live Stories are then made available to Snapchat users globally or in a specific region for 24 hours.

With a growing audience and increasing numbers of Snapchatters over 18, engaging this desirable demographic on mobile for a global event like the Olympic Games is a powerful and innovative way to make the country's most exciting sporting event always accessible and truly unmissable.

Ben Schwerin, Snapchat's Director of Partnerships, said: "We're excited to bring Snapchatters in Australia closer to the experience of the Olympic Games. Snapchat's Live Stories will bring hundreds of unique perspectives from Rio right to your mobile - from moments around the Olympic venues to the atmosphere of the Olympic Village."

Clive Dickens, Seven's Chief Digital Officer, said: "We're thrilled to be collaborating with Snapchat for the 2016 Rio Olympic Games, to bring this event to life for mobile Australians, in a dynamic and innovative way through Live Stories. The Live Stories will give Australians a way to inhabit the Olympic Games as if they were there, and experience all of the Rio excitement."

Commenting, Kurt Burnette, Seven's Event Director, Olympic Games and Chief Revenue Officer, said: "Some of the greatest stories to be told will unfold during the Olympic Games. This deal will allow those stories to be told and shared in new ways, for the fans and our advertisers, like never before. This underlines our approach in ensuring we continue to secure the audiences advertisers are seeking, no matter how or where our audiences engage with our content, broadening our audience delivery across devices and leverage the strength of our broadcast television platform."

The Olympic Games

Seven is set to deliver the most technologically advanced coverage of any event to all Australians with its all-encompassing coverage of the Olympic Games in Rio. The Olympic Games in Rio are the first Games for Seven as part of an historic, long-term agreement for all-encompassing coverage of the Olympic Games over the coming decade. Seven's agreement with the International Olympic Committee delivers free broadcast television and premium television rights, and expands beyond television to Seven's online and mobile, and other platforms, including social.. Seven has also secured radio broadcasting rights.

Under the unprecedented new agreement, Seven will broadcast 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. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven will create and deliver the most comprehensive, technologically advanced, multi-platform coverage of the Olympic Games to all Australians. We are ready. The Olympic Games will be a remarkable platform for Seven as we continue to move forward as a media company, developing new content and building new businesses which will drive our future as Australia's leading integrated media and communications business.

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 in the further delivery of its video and publishing content beyond its three 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, The West Australian and Yahoo!7, 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.