



Seven unveils coverage of The Championships from Wimbledon live on television and your device via the 7Tennis App

The Seven Network – a key business of Seven West Media, one of Australia’s leading integrated media and content creation companies - today confirmed its next move in its long-term strategy to deliver its market-leading content to all Australians across connected devices.

Seven will undertake broadcast television coverage across Seven, 7TWO and 7mate of The Championships from Wimbledon commencing this Monday. Seven’s coverage will also be streamed live on the market-leading 7Tennis app for iOS and Android, building on the extraordinary success of Seven’s coverage of this year’s Australian Open. 7Tennis will also be available on Apple TV (4th Generation), Telstra TV and online at www.7tennis.com.au and live via PLUS7

The 7Tennis app for Wimbledon builds on the successful content and architecture created for Seven’s coverage of tennis over the past eighteen months and, beyond live-streaming of Seven’s coverage, will include live match scores, leading player profiles and select match highlights. Coupled with the 7Tennis app will be an expansion of Seven’s presence on social media across Facebook, Twitter, YouTube and Instagram.

Clive Dickens, Seven West Media Chief Digital Officer, said: “The 7Tennis app captured the imagination of the Australian public this summer and we firmly expect our new update this winter will extend our coverage of live TV into the night on mobile in the bedroom.”

Kurt Burnette, Seven’s Chief Revenue Officer, Kurt Burnette, said: “Wimbledon is one of the world’s great sports events and we are delighted to deliver this premium content to our audiences and our marketing partners across television, online and mobile. This underlines our approach to our business: delivering major events to Australians, and our audiences to our advertising partners, across connected devices, driven by the power of television.”

Commenting, Saul Shtein, Seven’s Head of Sport, said: “We are making significant advances in our how we create and produce coverage of sports across television and indeed connected devices. Our success last year with our Seven and 7TWO broadcasts and streaming coverage of Wimbledon and The Australian Open, sees us move up yet another notch in a year in sports like no other with our upcoming coverage of the Olympic Games in Rio.”

This expansion in the delivery of Seven's sports coverage is the next chapter in the company's development with Seven set to deliver the most comprehensive, innovative multi-platform and technologically advanced coverage ever seen with its all-encompassing delivery across communications devices of the Olympic Games in Rio de Janeiro.

Seven is extending the delivery of its programming beyond broadcast television by developing its streaming services. It now delivers its award winning productions to Australians on a variety of devices and platforms with bespoke content and social media extensions to best meet the needs of its audiences.

The Australian Open Experience

During The Australian Open, Australian audiences were able to not only choose between matches on Seven and 7TWO, they also had the option of watching one of 16 matches during the day and three at night through smart TVs, mobile, tablet and IOT* devices. Around one third of regular viewers of The Australian Open accessed some tennis content on digital platforms every day. There were over 7.4 million streams, with over 40 million minutes of streaming during the Australian Open Series. On social media, global reach hit 21.7 million on Facebook and 7.8 million on Twitter.

The Melbourne Cup Experience

Seven and Yahoo7 enjoyed a record-breaking first run as live streaming on PLUS7 officially launched for The Melbourne Cup - with more than 488,000 streams across the day, and over 300,000 concurrent streams during the main race. Based on statistics on concurrent users and peak traffic, the live stream of the Melbourne Cup on Seven was the largest online event of its kind in Australia.

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. 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 including social, and other platforms. Seven has also secured radio broadcasting rights.

Under an 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.

Anywhere, Anytime, Any Device

In another landmark digital development, Seven and Yahoo7 is live-streaming its broadcast television channels – Seven, 7TWO, 7mate, 7flix and racing.com - across its OTT platforms 24/7. The launch of this initiative builds on Seven's market-leading AVOD service, PLUS7 from Yahoo7. PLUS7 now delivers Live and Catch-up, complementing the company's expanding presence in premium television with its Presto partnership with Foxtel.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven 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 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 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.

Seven Delivers Leadership in Sports

Seven is focused on delivering the biggest sports events to all Australians. Seven is the network of the Australian Football League and the Olympic Games. Seven's long-term partnerships confirm the company's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its digital broadcast television channels and accelerate coverage across online, mobile and other emerging forms of content delivery.

Seven's commitment to an expanding presence in sport builds on the network's unprecedented new agreement with the International Olympic Committee. Seven is the network of 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. Seven is also the home of the Paralympic Games in Rio in 2016 and the Commonwealth Games on the Gold Coast in 2018.

Seven's agreements for the Olympic Games, Paralympic Games, Commonwealth Games on the Gold Coast and the World Swimming Championships join the company's long-term commitment to the National Football League, including the Super Bowl, The US Masters, Royal Ascot 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, and the local Australian Rules Football competitions the West Australian Football League, the Victorian Football League and the South Australian National Football League, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Stradbroke Handicap, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, the Stawell Gift, the Cadel Evans Great Ocean Road Race, the New South Wales Shute Shield in Rugby, all major iron man and triathlon events, the Gold Coast Marathon and all major tennis tournaments in Australia including The Australian Open and The Davis Cup. Seven also has all-encompassing rights to swimming in Australia and is the network of the Australian Swimming Championships