

Tuesday, 19 November 2019

## **“How to Dad Bootcamp”, “Date Keepers”, “The Unboxing” and “Farmhouse Switch” – All New Facebook Watch Shows to be Produced by Seven Studios**

Seven Studios, the wholly owned content creation division of Seven West Media (ASX: SWM) and Australia’s largest producer of premium content, today extends its content deal with Facebook to include brand new original formats.

The new partnerships pairs production with creators to produce exclusive series for Facebook Watch. The first creators who will be featured include:

- Tanya Hennessy
- Jordan Watson (*How To Dad*)
- Elise Strachan (*My Cupcake Addiction*)
- Joel Creasey
- Erin Holland

Together, these creators have amassed a social following of over 15 million people.

Commenting, Therese Hegarty, Seven Studios CEO *“This further cements the partnership with Facebook to create premium, short form series at scale, with some of our country’s best talent. The partnerships gives the creators and us the freedom to experiment with formats and flex towards new ideas and audiences. It is hugely exciting for us and we are thrilled with the opportunity”*.

Facebook’s Revie Sylviana, Entertainment Partnerships Lead, said: *“Facebook Watch is a video destination on Facebook, where content, community, and conversation come together. Fans can join the conversation by viewing along with others, interacting within Facebook pages and even connecting directly with show creators and talent. Our goal is to encourage high quality, appointment viewing style content across Watch.”*

Seven Studios was the first production company in Australia commissioned by Facebook to create original, multi-episode series for its Watch video platform.

The new project is led by Matt Apps, Executive Producer and Digital Content Lead at Seven, along with Michael Horrocks, Executive Producer - Comedy.

The first shows are live now and can all be found on the Channel 7 Facebook page.

End.

For more details:

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### **About Seven West Media**

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market leading presence in content production across broadcast television, publishing and digital.

The company comprises of some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7TWO, 7mate, 7flix, 7food network and BVOD offering 7plus, as well as, The West Australian and The Sunday Times and production powerhouse Seven Studios. Home to iconic brands such as My Kitchen Rules, House Rules, Home and Away, Better Homes and Gardens, Australia's leading news and breakfast programs 7NEWS and Sunrise, Seven West Media is also the broadcast partner of the AFL, Cricket Australia and the Olympics.

### **About Facebook Watch**

Facebook Watch is a place to discover and enjoy video on Facebook. Home to a wide range of video – from scripted comedy and drama, to competition and reality series, to individual creators and live sports – Facebook Watch is a destination where content, community and conversation come together. This is a personalized viewing experience, where you can discover new content based on what your friends are watching, and catch up on the shows you follow. Facebook Watch is available for free on mobile apps across Apple and Android, on desktop, laptop and on TV apps listed [HERE](#).