

MEDIA **GUIDE** **2013**

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THE FOOTY



WE JUST LOVE THE FOOTY

Once again in 2013 Seven delivers fans the best of sport including Wimbledon tennis, the Melbourne Cup Carnival, V8 Supercars and the ever-popular Australian Rules Football.

Continuing an association of over 50 years Seven will again show four AFL games every weekend during the home-and-away season – on Friday night, Saturday afternoon, Saturday night and Sunday afternoon – as well as every final and the Brownlow Medal.

The AFL Grand Final will again be exclusively live on Seven.

Seven will take you inside the clubs revealing the personalities and characters of the players, coaches and officials that make up the game. You'll feel all the passion from the stands as fans barrack for their idols. And we'll keep you up to date with all the news from the AFL world.

The biggest names in the game all return to the Seven commentary box including Bruce McAvaney, Dennis Cometti, Leigh Matthews, Tim Watson, Tom Harley, Matthew Richardson on Friday nights, with Brian Taylor, Luke Darcy, Cameron Ling, and Richo on Saturday nights along with Sam Lane and Dr Peter Larkins. Hamish McLachlan and Basil Zempilas also return as match callers, with Hamish hosting AFL Game Day for the sixth year.

Seven News journalist Mark Stevens will feature throughout Seven's AFL coverage with all the latest AFL news. And award winning journalist from The Age Sam Lane joins the Saturday Night team to talk about all the latest news and issues in the game.

Live football will again feature on Friday night, Saturday night and Sunday afternoon. And it won't cost fans a cent on Seven and 7mate.

Footy fans in Sydney and Brisbane will get four live games every round on 7mate, while in Perth and Adelaide every match involving a local team will be broadcast on Channel 7 or 7mate, and in Sydney and Brisbane on 7mate.

At Seven we just love the footy. And it's live and free.

SPORT



HOST AND COMMENTATOR FRIDAY NIGHT FOOTBALL, SUNDAY FOOTBALL BRUCE MCAVANEY

With a much deserved place in the Sport Australia Hall of Fame Bruce McAvaney is widely renowned as Australia's pre-eminent sports broadcaster, with an infectious passion for AFL.

Bruce believes Carlton is the team most likely to make a charge from outside the top eight to contend for a top four spot and they'll feature on five Friday night matches through the year.

"I love the injection of Malthouse, he can have a major impact. He's such a good organiser and they had cruel luck with injury last year. They've got a good midfield with two champions in there in Murphy and Judd. They have experience and will be so hungry to win. But the blowtorch will be on them this year. They have a tough draw in the first five rounds and will want to be at least three and two to get the momentum they need."

Hawthorn will also take to the Friday night stage on five occasions and Bruce believes it's logical to expect them to be in flag contention again.

"The Hawks also have a tricky draw in the first seven rounds facing the likes of Geelong, West Coast, Collingwood and Sydney, so their start to the year is vital and they'll want to turn four and three or thereabouts. Their midfield is very good with Mitchell, Sewell and at times Hodge in there, and combined with Franklin they just have so much talent and matchwinners like few others. But they've lost a Preliminary Final and Grand Final in the last two years so that will test their mettle, backbone and hunger."



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COMMENTATOR FRIDAY NIGHT FOOTBALL, SUNDAY FOOTBALL

DENNIS COMETTI

Dennis Cometti is widely regarded as the most entertaining AFL commentator in the business.

A nine-time winner of the Australian Football Media Association's Most Outstanding Television caller, his sharp wit and style is legendary, with 'Cometti-isms' such as 'centimetre perfect', 'that's ambitious' and a host of others now a regular part of footy fans' vernacular.

Living in Perth gives Dennis a close-up view of the local teams and he offers this about their prospects:

"I'm tipping West Coast to be the strongest challenger to Hawthorn. You can almost hear the adrenalin sloshing around in Perth, and that's just the supporters!

"The Dockers are well coached and well drilled but they will do well to match what they achieved last season. Together with the Eagles their biggest advantage is having the biggest home ground advantage in the competition."

On the lighter side of the game Dennis reflects on 'the man from LARS' who kicked the sealer in last year's Grand Final, Nick Malceski.

"Can the man do any more? I heard me say 'Malceski kicks the goal, and Sydney are premiers'. How profound is that? Besides, who could have foreseen even people with perfect knees now contemplate Lars surgery on a regular basis?"



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HOST AND COMMENTATOR SATURDAY NIGHT FOOTY BRIAN TAYLOR

The ever-popular Brian Taylor is renowned for his rousing and colourful commentary and was a hit on Seven's Saturday Night Footy last year.

Universally known as 'BT', Taylor began his career at Richmond before moving to Collingwood where the full forward kicked 100 goals in 1986 to win the Coleman Medal.

He looks forward to calling one of his old teams Richmond on Saturday Night Footy including the Dreamtime match against Essendon.

"I think the Tigers can make the eight this year. With the acquisition of Knights to assist the likes of Houli, Newman, Ellis, Cotchin and Martin, their foot skills will improve.

"Only three years ago their disposal by foot was disgraceful. Knights is the filler to that. Kicking has let them down for the last 15 years, so with improvement there and a great midfield they can make the eight.

On the lighter side of the game BT offers this on one of his favourite Suns Dion Prestia whom showed glimpses of his best last year.

"He may be the entrée at the moment, he could become the main menu this year. In My Kitchen Rules vernacular, just how Italian is he with a nickname of 'The Human Meatball' and a Dad called 'Ossie'.



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EXPERT COMMENTS FRIDAY NIGHT FOOTBALL

LEIGH MATTHEWS

In a career spanning five decades, Leigh has won four premierships as a player and four as coach, captained Victoria and won eight Hawthorn Best & Fairest awards.

Leigh also delivered a first-time premiership to the Lions and a drought-breaking flag to Collingwood.

Pragmatic and plain speaking he is the foremost authority on the game and a winner of the AFMA Most Outstanding TV Special Commentator.

On Friday Night Football Leigh will be seeing a lot of two of the favoured clubs in 2013 Hawthorn and Carlton and he offers this on Hawthorn's prospects:

"Losing a Grand Final is normally a great catalyst to go on the next year. My only slight concern is they cracked a bit in the Grand Final with their conversion. They'd be kicking themselves that they threw it away, so it'll be interesting to see how the psychology of that unfolds, but I think there will be added motivation."



EXPERT COMMENTS FRIDAY NIGHT & SATURDAY ARVO FOOTBALL

TOM HARLEY

Two-time Geelong premiership captain Tom Harley was renowned for his courage, leadership and footy knowledge throughout his AFL career.

He brings great character and style to his role and delivers forthright, honest and eloquent commentary to footy fans.

Tom will be commentating Friday nights again and offer this about the Blues, Hawks and Bombers who will all be playing five times in that slot:

"Each of the three teams have their own very unique story to be told. Once again, the Hawks enter the season as a flag favorite but this time with the added motivation of a lost Grand Final.

"The Blues were the team to beat early in 2012 and lost their way. Mick is a master coach with a proven track record and I have no doubt they will improve.

And the Bombers, no better place than Friday Night Footy to let their footy do their talking. Of this group, the Hawks are dux of the class, and comfortably."



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EXPERT COMMENTS FRIDAY NIGHT SATURDAY ARVO & SUNDAY FOOTY

TIM WATSON

Tim Watson is truly one of the AFL greats, an Australian Football Hall of Fame player and triple premierships player with Essendon renowned for his skill and explosive pace.

An insightful and articulate commentator, Tim also presents weekend sport for 7 News Melbourne.

Tim believes both Carlton and Hawthorn are “cherry ripe” to contend for the flag this year.

“Obviously the Hawks played off in a Grand Final last year and could have won if they’d kicked straighter, so they’re again in line to be the best side in the competition. The extra hurt will provide added motivation.”

“Mick Malthouse has a great record with new teams, he’ll make them more rounded and better defensively and more predictable. They have the talent to contend.”

On his beloved Bombers, who have endured a pre-season mired in controversy over the drug scandal, Tim says:

“I’m not sure if they can make top four, but they can definitely make the top eight. They will be better than last year and move up the ladder, but not enough to challenge for the flag.”



EXPERT COMMENTS FRIDAY NIGHT & SATURDAY NIGHT FOOTY

MATTHEW RICHARDSON

Richmond champion and crowd favourite Matthew Richardson again joins Brian Taylor, Luke Darcy and Cameron Ling on a fun and edgy Saturday Night Footy call.

And of course he’ll be a regular part of Friday Night Football too with Bruce McAvaney and Dennis Cometti as well as joining the AFL Game Day crew on a regular basis.

When asked for his prediction on his beloved Tigers, Richo says realistically they will finish somewhere from fourth to eighth.

“I think there will be more steady improvement as what we’ve seen over the last three years. They lost six games by under 13 points, so they need to learn to win a few more close ones. They’ve got more players in that 30 to 40 game range adding experience, and with the addition of Petterd, Knights, Lonergan and Edwards will have more depth.”

Having amassed 800 goals throughout his career, Richo is well placed to give his thoughts on this year’s leading goalkicker.

“Franklin’s my clear standout for the Coleman. The only other two would be Jack Riewoldt and possibly Tex Walker if he continues his improvement. But if Buddy gets through a full season he wins it.”



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EXPERT COMMENTS SATURDAY NIGHT FOOTY

LUKE DARCY

The respected former Western Bulldogs star is regarded as one of the most successful ruck-forwards of the modern era.

A father-of-four, Darcy has carved out a burgeoning career as a radio and TV personality since he hung up the boots, also appearing each morning on Triple M.

With Saturday Night Footy including a Grand Final replay of Hawthorn v Sydney, Luke offers this:

"I still think Hawthorn at full strength is the best team in the competition. Sydney is the most consistent team in the game. Look for Rioli, Hodge, Mitchell and a few of the Hawks other stars who struggled Grand Final day to have big games.

And on his old team Luke says:

"The Bulldog fans can get excited in 2013 as they watch one of the youngest teams in the competition become more competitive as the year goes on. They have an outstanding coach with a very clear focus on recruiting and developing his own players. It won't be a great year in terms of ladder position but look for more glimpses of the exciting future that is just around the corner.



EXPERT COMMENTS SATURDAY NIGHT & SUNDAY FOOTBALL

CAMERON LING

Cats premiership captain, affectionately dubbed 'The Mayor', Cameron Ling is Geelong born and bred.

He was one of the most respected and beloved players in the game, with three flags to his name.

Intelligent, articulate and upbeat, Ling proved to be a natural on TV in his first full year in the commentary box.

Cameron looks forward to commentating again on Saturday nights, in particular two Grand Final replays from recent years in Round 7 Hawthorn v Sydney and Round 8 Collingwood v Geelong.

"These will be huge games and tough to call but I'm tipping Hawthorn to get a small piece of redemption over the swans and a very close one between Geelong and the Pies with Geelong just getting the nod."

And on his old club's chances Cameron says:

"Geelong still has some quality running around with the likes of Selwood, Enright, Johnson, Mackie, Kelly, etc. so they will always be dangerous. Their flag chances will rest on the improvement of their young players and I have them a top four chance, but am not tipping them to win the flag this year."



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COMMENTATOR SATURDAY ARVO FOOTBALL, AFL GAME DAY HOST

HAMISH MCLACHLAN

Hamish McLachlan is one of the rising stars of sports broadcasting.

For the past five years he has hosted Seven's AFL Game Day, interviewing the AFL's elite, covering all the latest news and issues around the game.

Hamish will once again call on Saturday Arvo Footy and looks forward to calling the Tigers and Hawks who will both appear four times on Saturday afternoons.

"I think the Hawks will be very disappointed if they don't win the flag. Last year they owned much of the Grand Final, and ended up on the wrong side of a classic. A year without a premiership for this super power, given their list, and last two years, would be a disappointing season. They are my pick, like many others.

"The Tigers beat both the Grand Finalists last year, but I don't see them as a legitimate flag contender until they get a really settled, miserly 'back six' set up. I hope I am off the mark - I would love to see the Tigers roar loudly late in September."



COMMENTATOR SATURDAY ARVO FOOTBALL

BASIL ZEMPILAS

Basil Zempilas is an acclaimed TV host, reporter and commentator, having covered AFL in Perth for almost 20 years as well as calling at five Olympic Games.

Most famously, Steven Bradbury's 'Last Man Standing' Winter Olympics victory.

Living in Perth, Basil is on the inside at the Eagles and Dockers on a daily basis and offers these thoughts on their chances in 2013.

"Both WA teams are ready to push for the top four and I'd be surprised if at least one of them doesn't make it. West Coast has slightly more depth and with full seasons from LeCras and Kennedy to look forward to I suspect a serious premiership tilt is coming.

"Freo won't be far behind, I've got them fifth. They need more luck than West Coast but get it and they'll be very close too. Look out for Nat Fyfe, he's set for an outstanding season."

Viewers around the country will know Basil from his Footy Central segment on a Saturday Night.

"We've got a simple philosophy at Footy Central... give us 15 minutes and we'll give you Saturday footy on a platter. More of the same is the aim, scores, results, highlights, noteworthy incidents and as many Snoop Dogg references as is practical. Plus by popular demand (BT insisted) look out for our new half time segment during Saturday Night Footy.



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SATURDAY NIGHT FOOTY

SAM LANE

7 NEWS CHIEF FOOTBALL REPORTER

MARK STEVENS

Seven's Saturday Night Football team has a new recruit: the award-winning AFL journalist and TV personality Samantha Lane.

Sam will join Brian Taylor, Luke Darcy, Matthew Richardson and Cameron Ling on the panel to talk all things football every Saturday night during the 2013 AFL season. Sam will also have a regular role in the match broadcast.

Sam is a respected sportswriter for The Age, and a winner of a Melbourne Press Club Quill award. Sam has also won the AFL Players' Association and AFL Coaches' Association football writer of the year awards.

She has also carved out a successful broadcasting career on TV and radio.

Sam said: "I've dreamt of being part of an AFL broadcast team since footy stole a piece of my heart, That's what this is all about and I couldn't be more excited."



An award-winning AFL news-breaker and analyst, Stevens will work across Seven News, Seven's AFL broadcast and online platforms.

For the past 14 years Stevens has covered AFL at the Herald Sun, and has also provided expert analysis on Triple M radio.

He is a past winner of the AFL Media Association's award for best news-breaker and best feature writer.



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SATURDAY NIGHT FOOTY

DR PETER LARKINS

Dr Peter Larkins is a medical doctor and sports physician - and one of the pioneers of sports medicine in Australia along with its use on AFL broadcasting.

He is a highly effective communicator, with strong AFL knowledge, regularly delivering viewers an accurate diagnosis and update on player injuries.

Drawing on his professional and personal experiences as an Olympian, medical practitioner and sports physician, team doctor, administrator, teacher, author and media commentator Peter is the pre-eminent broadcaster on medical analysis and can also be heard on 3AW Football.



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CHANNEL SEVEN PUBLICITY MELBOURNE

GREG SMITH T 0438 777 164 E GRSMITH@SEVEN.COM.AU