

Tuesday, 22 July 2025

Seven announces senior content team appointments

The Seven Network today announced the appointment of Kate Amphlett as Director of Communications and Marketing and Blake Barillaro as Director of Audience Measurement and Research.

Both are newly created roles and report to Seven's Chief Content Officer, Brook Hall.

Ms Amphlett has been an integral part of Seven's content and publicity teams for almost 20 years. She was appointed Director of Communications earlier this year and recently streamlined Seven's communications function around the core content pillars of entertainment and [7plus](#), news and current affairs, and sport.

Working closely with Seven's Marketing, Creative and Social teams, Ms Amphlett has been behind campaigns for some of Australia's biggest entertainment, drama, reality and lifestyle shows, as well as playing an instrumental role in major corporate events and brand initiatives.

Ms Amphlett said: "Bringing together Communications and Marketing gives us the opportunity to unify our messaging, sharpen our strategy and enhance our experience for Seven's audiences across multiple platforms. We're fortunate to have some of the most creative minds in the industry at Seven, and I'm excited to continue collaborating with them as we shape the next chapter of our brand."

Mr Barillaro joined Seven from Nine in 2021 as Insights Manager, before being promoted to Head of Digital Audience Data in 2024. He has been integral in the rollout of Australia's audience currency measurements, including VOZ and Ipsos iris, and has effectively built out the reporting of Seven's cross-platform content ratings.

As Director of Audience Measurement and Research, Mr Barillaro will oversee the reporting capabilities of all ratings and research insights and collaborate with the industry on future data products and technologies to continue to enhance how our audiences are measured nationally.

Mr Barillaro said: "Over the past few years, we have seen a transformation of our ratings reporting, with the need to accurately identify how viewing behaviours continue to evolve and the full scope of our content's ability to reach Australians. I am excited to continue to enhance the capabilities of this department in providing actionable insights for our teams across Seven West Media."

Mr Hall said: “Seven’s content team continues to impress with its depth and talent. Kate and Blake have been an integral part of our team for many years, and it’s fantastic to see them stepping into these important roles.

“Television truly is in Kate’s DNA. Over the past 20 years, she’s been a driving force behind some of Seven’s most iconic shows and events. Her passion for the industry, combined with her understanding of Seven’s people and audiences, makes her an exceptional strategic leader within our business.

“Blake has been instrumental in reshaping how we capture and interpret audience data at Seven, delivering more insights into viewer behaviour than we’ve had before. He is always thinking one step ahead and we can’t wait to see what he does next,” he said.

Today’s announcement rounds out several recent senior appointments in Seven’s content team, which also includes:

- Head of Communications, Entertainment and 7plus: Alison Booth
- Head of Communications, Sport: Emma Francis
- Head of Communications, News and Current Affairs, Partnerships and Community: Brittany Stack
- Head of Marketing, Entertainment and 7plus: Kerstin Hennessy
- Head of Marketing, News, Current Affairs and Sport: Chantelle Hugo
- Communications and Marketing Manager, Queensland: Laura Allen-Ducat
- Communications and Marketing Manager, Victoria: Robyn Smith
- Head of Audience Insights: Thomas Fernance
- Head of Research and Effectiveness: Ashley Spinks

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia’s most prominent media companies, with a market-leading presence across broadcast television, publishing and digital. The Seven Network alone reaches about 17.5 million people a month.

Seven West Media owns some of Australia’s most renowned media businesses and platforms, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Dancing With The Stars**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. The Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.