



Media Release

7upfront'26

Wednesday, 22 October 2025

Seven launches 7GeoPlus

A breakthrough in precision geo-targeting for connected TV

The Seven Network has announced the launch of 7GeoPlus, a new geo-targeting technology that sets the benchmark for precision in connected TV advertising.

Developed in partnership with GeoComply, a global leader in geolocation and online fraud detection, 7GeoPlus was created to meet Seven's ever-growing appetite to deliver local streaming accuracy for news and sport.

The Seven engineered integration delivers compliance-grade, GPS-level precision – beyond what traditional IP-based solutions can deliver and complementary to postcode targeting.

7GeoPlus is now available exclusively to Seven's advertising partners, offering a powerful new way to seamlessly deliver location-relevant messaging to viewers across platforms.

Seven's National Digital Sales Director, Jordan King, said: "With 7GeoPlus, Seven separates itself from the other BVOD players in the market, delivering scalable precision and innovation in connected TV advertising.

"This cutting-edge technology is unlocking powerful new opportunities for retailers, franchisees, utilities and government agencies alike, enabling them to reach highly targeted audiences on [7plus](#) with every single impression."

Seven's Head of Commercial Data, Stuart Kruger, said: "Seven already leads the market with one of Australia's largest authenticated audience data sets, geographically enriched by declared postcodes.

"With 7GeoPlus, Seven strengthens that position by introducing the most accurate geo-targeting signal in Australian connected TV."

GeoComply's GM Media & Entertainment, James Clark, said: "By leveraging GeoComply's precise geolocation solution, Seven's advertising partners will gain a deeper understanding of their audience to optimise their ad placements for better ROI.

"This enhanced insight empowers Seven to deliver more relevant advertising, maximising both viewership engagement and revenue streams. Seven is the first streaming platform



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in the world to deploy this technology and is setting the standard when it comes to addressable advertising.”

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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 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**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **The 1% Club**, **The Front Bar** and the **TV WEEK Logie Awards**. The Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars and the **Glasgow 2026 Commonwealth Games**.

About GeoComply™

GeoComply provides accurate geolocation and fraud detection to help verify a user’s true digital identity. Trusted by leading brands and regulators for over 10 years, the company’s geolocation solutions are installed on over 500 million devices and analyze over 4 billion transactions every month.

GeoComply provides geolocation and fraud detection solutions for streaming video broadcasters and technology vendors around the world, including Amazon Prime Video, DAZN, BBC, and Akamai.