



Media Release

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Seven and Westpac DataX redefine ad attribution New partnership linking streaming ads to real-world sales

The Seven Network and Westpac DataX have today unveiled a new data partnership, uniting two of Australia's most trusted brands to deliver unmatched precision, performance and proof for advertisers.

Brands will be able to directly link advertising exposure on [7plus](#) to real-world sales outcomes, via 7REDiQ, connecting media investments to results at the point of sale, whether that be instore or online, across more than 50 product and service categories.

The exclusive collaboration combines Seven's first-party data ecosystem, built around 15.2 million registered 7plus users, with Westpac DataX's intelligence drawn from more than 12 million Australian customers.

Seven's National Digital Sales Director, Jordan King, said: "This great partnership will not only deliver unparalleled insights into consumer purchase behaviours, but will incorporate transparency and effectiveness to prove and improve the impact of brand campaigns.

"The partnership between Seven and Westpac DataX enables privacy-compliant data matching, audience segmentation and campaign attribution at a scale and accuracy not seen before in the Australian market."

Seven's Director, Data and Growth, Andrew Brain, said: "Financial data is a key focus for 7REDiQ, driving continuous innovation and improvement in how we measure impact and deliver real business outcomes.

"As new partners join, 7REDiQ creates even greater value and performance for advertisers with Seven, exclusively across the entire video streaming category."

7REDiQ is one of the most valuable first-party data assets in the Australian media landscape and continues to lead the way when it comes to transparent and open data-driven advertising. It is built on a verified, consented identity graph of more than 15 million registered 7plus users.



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Mr Brain said: “7REDiQ transforms our identity-led ecosystem into visualised, segmentable and targetable audiences, enabling agencies and brands to unlock three core functions - audience insight, activation and measurement.”

7plus is the fastest growing commercial free streaming platform in the country, with 1.4 million new registered users in FY25. 7plus delivered a record 26 billion minutes viewed (up 41% year-on-year) in FY25, including 15 billion live minutes (up 62%) and 11 billion VOD minutes (up 21%).

For more information, please contact:

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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 Westpac DataX

Westpac DataX is Westpac’s data analytics business using de-identified data sourced from across the bank’s operations. If you would like more insights on your sector or business from this and other Westpac data please visit [Westpac DataX](#) or [contact the team](#).