



## **Seven secures Commonwealth Games on the Gold Coast in 2018**

20 August 2014 --- The Seven Network, Australia's most-watched broadcast television platform, today confirmed the signing of an agreement for an all-encompassing coverage of the XXI Commonwealth Games on the Gold Coast in April 2018.

Seven's agreement with the Commonwealth Games Federation (CGF) delivers all rights in Australia including free-to-air broadcast television and subscription television rights, online, mobile and social media, and radio, and expands to Seven's digital platforms, including online and Hybrid Broadband Broadcast Television (HbbTV).

Seven is building its digital broadcast television platform and a significant online presence and will soon unveil its plans for the further delivery of its video and publishing content across an array of delivery platforms, including the forthcoming launch of HbbTV to further strengthen its broadcast television business and extend to one-on-one communications with its mass audiences.

Seven's partnership with CGF follows Seven's successful broadcast of the Commonwealth Games in Manchester in 2002. Today's agreement also confirms Seven's commitment to bringing major events to all Australians. The agreement also further strengthens Seven's leadership as the television network of major international events held in Australia, building on Seven's coverage of the Australian Open, the World Swimming Championships in Perth, the Olympic Games in Sydney in 2000 and the Rugby World Cup in 2003.

CGF CEO, Mike Hooper, said: "The CGF is delighted to renew our relationship with Seven knowing it will ensure the widest possible coverage across the country when Australia again plays host to the Games on the Gold Coast in 2018. Seven's commitment, coming off the success of Glasgow, illustrates the enduring appeal and bright future of the Commonwealth Games as we look ahead to 2018 on the Gold Coast and beyond."

Gold Coast Organising Corporation Chairman, Nigel Chamier, believes the signing with Seven is a major boost to the 2018 event. Mr Chamier said: "Seven's sports credentials are superb, and we look forward to them bringing their expertise and passion to our event on the Gold Coast."

Kerry Stokes AC, Chairman of Seven West Media, said: "We're delighted to be building a partnership with the Commonwealth Games. We are looking forward to working with the Commonwealth Games Federation and the Commonwealth Games Corporation on the Gold Coast Commonwealth Games. Importantly, our agreements with the International Olympic Committee and the Commonwealth Games allow our business to support Australian athletes across both the Olympic Games and Commonwealth Games over the coming decade, and importantly for our business, these partnerships will play a key role in defining and building our media presence."

Seven West Media Chief Executive Officer, Tim Worner said: "We are building the platforms to drive our future. We could not be happier to be in partnership with the Commonwealth Games Federation and the Commonwealth Games on the Gold Coast. The Commonwealth Games in 2018 delivers our business an extraordinary opportunity to drive home our leadership as we broadcast the Australian Open, the Olympic Winter Games and the Commonwealth Games in the one year."

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "The partnership with the Commonwealth Games delivers Seven an extraordinary marketing platform, both in the lead up to the Games and also across the first four months of 2018 as we deliver all-encompassing coverage of The Australian Open, the Olympic Winter Games and the Commonwealth Games, all on one network, Seven, and in audience-friendly time zones in Australia. The trifecta of big events in 2018 is perhaps the biggest and strongest marketing platform for any network at any time, and the opportunities for our advertising partners will be unparalleled."

## **Leadership in Sports**

Today's agreement with the Commonwealth Games Federation further confirms Seven's leadership in sports television with the network continuing to dramatically expand its coverage of major sports across its three digital broadcast television channels and accelerate coverage across online, IPTV, HbbTV, mobile and other emerging forms of content delivery.

Seven is focused on delivering the biggest sports events to all Australians. Today's signing of the Commonwealth Games follows Seven's recent long-term commitment to the Olympic Games and Olympic Winter Games.

The agreement for the Commonwealth Games on the Gold Coast builds on the company's long-term commitment to the Olympic Games and Olympic Winter Games, the National Football League, including the Super Bowl, The US Masters and Wimbledon as major international sports franchises for Seven.

Seven's signing of the Commonwealth Games builds on the company's commitment to coverage of the Olympic Games over the coming decade. Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018, the Games of the XXXII Olympiad in Tokyo in 2020, and the Summer Youth Olympic Games in Nanjing in 2014. There is also an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven also has all-encompassing agreements for coverage of the Australian Football League Premiership Season, Finals Series, the Grand Final and Brownlow Medal, V8 Supercars including the Bathurst 1000, the Bathurst 12 Hour Endurance Race, all major horse racing events including the Sydney Easter Carnival, the Melbourne Spring Carnival and the Melbourne Cup Carnival, the Sydney-Hobart Yacht Race, all major Australian golf tournaments, all major iron man and triathlon events, and all major tennis tournaments in Australia including The Australian Open and The Davis Cup.