



## **STATEMENT FROM SEVEN WEST MEDIA ON AFL TELEVISION RIGHTS**

Seven West Media is pleased to announce that Seven Network has renewed its AFL television broadcasting rights agreement for a further term of 5 years being seasons 2012 - 2016, for exclusive free to air television rights.

The cash cost is \$425 million plus \$50 million in contra. The rights are for 4 games: Friday and Saturday night and Saturday and Sunday afternoons.

The rights fee is approximately the same as Seven Network is paying for the free to air component of the agreement for the 2007 - 2011 rights, which it currently shares with Network Ten.

Importantly, the agreement will play a key role in the development of Seven's digital multiple-channel broadcast platform, with AFL live broadcasts on 7mate as well as the Seven 'primary channel'.

Under the new agreement Telstra and Foxtel will simulcast Seven's matches via mobile and IPTV and carry all of Seven's commercials, and Foxtel will simulcast Seven's matches (except for Saturday afternoons where the free to air game is delayed 90 minutes against pay television transmission) via pay television and carry Seven's commercials pre- and post-game and during quarter breaks.

Seven will broadcast the grand final exclusively and Seven and Foxtel will share the Brownlow Medal program which will also contain Seven's commercials on the Foxtel broadcast.

Seven will continue to explore with Network Ten whether it can sub-licence 2 games pursuant to joint bidding arrangements but otherwise would intend to broadcast all 4 games.

Seven West Media CEO David Leckie said: "Our partnership with the AFL over the past five years has been terrific. We're pleased that we're able to build on that relationship over the coming five years. The agreement between Seven and the Australian Football League will play a key role in driving the future development of Seven in a competitive market. It's a win for the Seven Network and Seven West Media and also importantly for the millions of football fans who flock to our coverage on free-to-air television. We look forward to bringing this great game to all Australians on the Seven Network."

**Simon Francis**  
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