



SEVEN WEST MEDIA

Seven West Media and Prime Media Group sign long-term affiliation agreement

11 October -- Seven West Media Limited (ASX: SWM) and Prime Media Group Limited (ASX: PRT) today announced the signing of a long-term affiliation agreement.

The new six year agreement – which extends to 30 June 2019 - builds on a successful partnership spanning nearly three decades. It secures the most powerful partnership in television across metropolitan and regional markets.

Tim Worner, Chief Executive Officer, Seven West Media, said: “We are pleased to continue our partnership with Prime. It is a relationship that delivers great results for both companies and on a personal level it is a very special one in that we very much enjoy working with Paul Ramsay, Ian Audsley and their team.

“We are looking forward to building on our leadership in broadcast television and working even more closely with Prime in delivering our content to all Australians and working with them in enhancing the audience and revenue delivery for both companies. Broadcast television and the creation and development of Australian content will play a key role in the future of the company. Television will continue to be the primary form of mass communication and at the heart of our future development.”

Ian Audsley, Chief Executive Officer of Prime Media said: “With Australia’s best television programmes in its schedule, we are confident that Tim Worner and his team will continue to deliver quality programming. Prime’s broadcast partnership with Seven drives strong audiences in regional and rural Australia and provides tremendous opportunity for Prime’s advertisers.”

About Seven:

Seven is Australia’s most-watched television network in 2013. Seven is number one on primary channels and the combined audiences of additional digital multiple channels across primetime. Seven is the most-watched primary channel for total viewers in the current television year and our suite of multi-channels delivers more viewers than anyone else. 7TWO is the most-watched additional channel for total viewers and 7mate is the most-watched additional channel in its men 16-54 target audience in the current television year. Building on this performance and in a competitive television landscape in 2013, Seven has won more weeks and more primetime nights than any other network and dominates the ‘most-watched series’ on television. Underpinning the network’s success is our depth in Australian programming, with My Kitchen Rules and The X Factor and Dancing with the Stars dominating primetime and the successful launch of two new major franchises for Seven: House Rules and the Australian drama series, A Place To Call Home. Sunrise continues to dominate breakfast television in its tenth consecutive year of leadership and The Morning Show is now in its seventh year of leadership in morning television.

About Prime:

Prime owns and operates television broadcast licences covering regional Northern and Southern New South Wales, the ACT, Victoria, Queensland's Gold Coast region and all of regional Western Australia, delivering a potential audience of over 5.1 million people. Prime's commitment to regional and rural communities is demonstrated through its local news services, which dominate their markets. Coupled with the quality programming supplied through its long standing affiliation with the Seven Network, the company is one of Australia's most successful regional broadcasters. PRIME7 won the 2012 survey year in its 3 aggregate markets (Northern NSW, Southern NSW and Victoria) and GWN7 continues to dominate the ratings in Western Australia.