



Tuesday, 23 February 2021

Seven West Media and Facebook set up new partnership

Seven West Media (ASX: SWM) today announced it has signed a Letter of Intent to provide news content to Facebook.

The LOI is subject to signing a long-form agreement between the two companies, expected to be executed over the following 60 days. Seven West Media will provide more details following the execution of the agreement.

Seven West Media Chairman Kerry Stokes AC said: "The establishment of this new partnership with Facebook is a significant move for our business and reflects the value of our original news content across our successful metropolitan and regional broadcast, digital and print properties.

"On 15 February we announced a LOU for a partnership with Google, to provide news content to the Google Showcase product.

"Together, the two announcements are a strong recognition of the quality and credibility of our leading news brands and entertainment, and will enable us to continue to build our digital platform," he said.

"These partnerships would not have been possible without the leadership and vision of Prime Minister Scott Morrison, the Chair of the Australian Competition and Consumer Commission, Rod Sims, Treasurer Josh Frydenberg and Communications Minister Paul Fletcher, and we thank them."

Seven West Media Managing Director and Chief Executive Officer, James Warburton, said: "Like our new, market-leading partnership with Google, our agreement with Facebook is an important part of the strategy to transform our company and build Australia's leading news and entertainment content business.

"Both agreements are a significant step forward for Australian news media and are a clear acknowledgement by all parties of the value and importance of original news content."

Will Easton, Managing Director, Facebook Australia and New Zealand, said: "We are pleased to confirm our investment through a Letter of Intent with our partners from Seven West Media. This agreement brings the premium news content Seven produces from its newsrooms across Australia to Facebook. We have always been committed to supporting journalism and our agreement today continues our work with the news community in Australia."

This release has been authorised to be given to the ASX by the Managing Director and CEO of Seven West Media Limited.



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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise, Holey Moley, Big Brother, SAS Australia, Farmer Wants A Wife, The Voice, Ultimate Tag, Dancing With The Stars: All Stars, Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.