



THE MARKET

Television is the pre-eminent form for the delivery of information, entertainment and sports to Australians and Seven's objective is to build from this platform of strength to confirm its leadership in Australia's evolving entertainment and communications landscape.

And, Seven's ability to create programs Australians want to watch will continue to ensure that television is the leading platform for the delivery of content and the aggregation of audiences.

Seven is taking the lead in the planning for digital television, with Australia's first specially designed digital production and broadcast centres in Melbourne and Sydney – placing it at the forefront of the creation of content from the same servers for application in broadcast and subscription television, online, wireless and broadband.

The company's strengths in television, the progress in defining its involvement in new communications technologies, the commissioning of technological architecture for digital and interactive television, and its developments in magazine publishing provide Seven with the framework for the company's future development.

It is well placed to continue to re-energise and strengthen its brand in a crowded and competitive market, ensure its ongoing relevance with Australians, and play a key role in defining the future of media and communications in our country.

ACHIEVEMENTS

Seven is one of Australia's most recognised brands – a brand built through Seven's commitment to Australian programming and event sports television and reinforced through its development as a leading source of news and information for Australians.



Seven's strength is built on a core strategy: to produce and deliver programming relevant to Australians. It is this strategy which will define Seven as it builds its media presence beyond broadcast television.

Today, more than nine in ten Australians watch Seven's programming every week.

And, as the company builds on this formidable capability with the introduction of digital technologies, it is also creating the framework for its future as an integrated media company with a leading presence in magazine publishing.

HISTORY

Seven is a founding partner in the creation and development of television in Australia.

From the early days of television in 1956 to today, Seven has been a leader in media. The network has created the architecture for television – from those first days of locally produced drama and the first sports broadcast with its coverage of the Olympic Games in Melbourne, through to its award-winning coverage of the Olympic Games in Sydney.

Through the decades, Seven has created programs which have touched the lives of all Australians. It has covered Australia's success in sports and recorded those moments in news which have defined Australia and the world.

THE PRODUCT

Seven's strategy centres on the ongoing commissioning of new Australian programs – complementing its existing strong franchises and enhancing its audience delivery in its core adult audience demographics.

Today, much of Seven's programming is Australian. The network believes that leadership in the creation of drama series and information and reality programming will allow it to meet the challenge of increasing competition from new viewing options – with the delivery of content that can only be seen on Seven.

It is a strategy which has defined Seven for more than four decades – with programs such as Homicide, My Name's McGooley – What's Yours?, The Mavis Bramston Show, A Country Practice, Fast



Forward and Popstars.

Today, Seven is building on its leadership in Australian drama with Home and Away, All Saints and Blue Heelers, and creating new programming complementing the network's existing franchises and targeting the most important audiences for advertisers – adults 25-54.

As part of this strategy, the network is recognised as a leader in sports programming. Seven has brought Australians ten of the past twelve Olympic Games – including the Games of the XXVII Olympiad in Sydney – and as part of a landmark agreement with the IOC, will broadcast the Summer Olympic Games in Athens in 2004 and in Beijing in 2008 and the Winter Olympic Games in Torino in 2006.

This leadership was further confirmed with Seven's selection as the host broadcaster for the Rugby World Cup in Australia – building on the network's coverage of the Wallabies' test campaigns and creating the international television coverage of the biggest sports event held in Australia since the Olympic Games in 2000.

RECENT DEVELOPMENTS

Digital television is more than just a technology which delivers better quality pictures. It offers the

opportunity for broadcast television to evolve from a single form of mass communication into one which also develops one-on-one, interactive communications with viewers and delivers expanding opportunities for the delivery of programming content.

Seven's leadership in digital technology with the commissioning of its new broadcast centres allows the company to drive the future of digital television in Australia.

Digital television allows broadcast television to evolve from a single form of mass communication into one which expands opportunities for the delivery of programming content.

Digital television will ensure that broadcast television continues to maintain a strong connection with audiences, allow it to retain and build audiences and attract the major share of advertising despite the challenge of hundreds of channels in the emerging communications landscape.

Seven's development will focus on broadcast television, and through new opportunities in publishing, online and broadband, the company is focusing on its future as an integrated media company – leveraging its content and ability to reach consumers across all major forms of media.

As events on television form a key element in Seven's plans for television, they also create an important component in its development as a broad-based media and entertainment company.

The cornerstone of this strategy is Seven's management of Telstra Dome, Australia's most technologically advanced multi-function sports and entertainment precinct. Seven's management encompasses naming, marketing, ticketing and seating rights.

Telstra Dome creates a new presence for Seven, allowing the company to build new links with its audiences, focusing on events and closely aligned with the company's

strengths in television and publishing.

Telstra Dome is the home of the Australian Football League and the Australian Rugby Union in Melbourne and has created a series of world firsts. Australian football matches, rugby union internationals, rugby league and international cricket matches, world wrestling and world title fights in boxing have all played under the world's largest closing roof. Bruce Springsteen, Barbra Streisand, Ricky Martin and Robbie Williams have selected Telstra Dome as their venue in Melbourne. Nearly two million people experience events at Telstra Dome each year.

As Seven builds its media presence, it is leveraging its broadcast television content and brand beyond television. Telstra Dome forms one element and its move into magazine publishing is another.

Through its ownership of Pacific Publications, Seven is aligning its television programs and audiences with some of Australia's most significant magazine brands.

Today, Pacific Publications publishes one in four magazines read by Australians – including two of the three biggest selling weekly titles: *New Idea* and *That's Life*. Four million Australians read Seven's magazines every month, including more than one in three women.

Seven is committed to building on the success of Pacific Publications' core titles and driving the development of its magazines business through the acquisition and creation of magazine brands which add further depth to its portfolio.

A key component in Pacific Publications' future is one of Seven's core strengths – the marketing and brand-building capabilities of the company's broadcast television business – as Seven aligns editorial and marketing across a number of television programs and magazines.

Strength in television and publishing provides significant opportunities for Seven to build its television audiences and enhance readership of its magazines.

PROMOTION

As Seven builds on its strengths in broadcast television, magazine publishing provides a key platform for Seven's future as a multi-faceted media and communications company – as it leverages its ability to reach all



Australians, extend its brand and content, and create integrated marketing solutions for advertisers.

This ability to reach all Australians defines a company commitment to create a major presence in Australian life. These core values – of creating television programming and magazines which reflect the lives of Australians – drive Seven's presence in major events of national importance.

This all-encompassing involvement underlines the company's sponsorship of Australia's foremost performing arts company, Opera Australia, associations with major theatrical productions and major community events, and its commitment to the National Gallery of Australia, the Sydney Opera House and the National Museum.

BRAND VALUES

Seven has created a strong relationship with all Australians. It is a company built on a core foundation – a commitment to reflect the lives of Australians. Its leadership in Australian programs and major sports on television define the company's core brand values. It is these values – connecting with Australians and being an important part of the life of this country – which will determine Seven's relevance as it enters its fifth decade of television. By further building its relationship with Australians, delivering the right programming, continuing to energise its magazines, creating and supporting major events and developing its brand, Seven will continue to be one of Australia's best known and highly regarded companies.

THINGS YOU DIDN'T KNOW ABOUT SEVEN

- Seven invented the mini-cameras, so much part of sports coverage today. Recognised with an international Emmy Award, Seven's technology was used extensively during the Sydney Olympic Games.
- Seven created a number of landmarks in the opening days of television:
 - the first sports broadcast (the Olympic Games in Melbourne),
 - the first tonight show (Sydney Tonight),
 - the first nightly current affairs program (At Seven on 7),
 - the first early morning breakfast program (Today),
 - the first quiz (The Price Is Right) and
 - the first soap opera (Autumn Affair).

