

Friday October 26, 2018

Seven West Media and News Corp Australia join forces to accelerate innovation within automotive advertising category

Australia's two leading media companies, Seven West Media (ASX: SWM) and News Corp Australia today announced that they have formed a partnership to innovate and disrupt the automotive advertising category.

Designed to drive awareness and advocacy through to purchase, a new marketing platform, 'Navigate Auto', will provide advertisers with a powerful new way to reach the highly sought after category of those intending to buy a vehicle.

In market next week, Navigate Auto is a one-stop media package that includes –

- the combined strengths of SWM & News Corp's research and data, that together provide the best consumer insights and audience targeting in the market;
- the creation of talent-fronted video and information content, featuring opinions and reviews from the two companies' deep pool of lifestyle and motoring experts;
- the strategic and targeted implementation of video, editorial, and product placement creative across all consumer touch points of SWM and News Corp's market-leading broadcast, print, BVOD, digital and social ecosystems;
- a national reach of 6.1 million auto-intenders, which covers 95% of all available intenders in metro markets.

The number of Navigate Auto packages will be limited across the year.

Both SWM and News Corp have one dedicated point of contact and delivery teams offering end to end solution and implementation across both companies.

SWM's Chief Revenue Officer Kurt Burnette said: *"Buying a car is more than weighing up functionality. It's a lifestyle decision – how will this brand and model facilitate the lifestyle I want to have?"*

"We know that 98% of auto intenders are engaging with lifestyle and news content regularly, so by drawing on the combined scale and might of Seven and News' insights, data, creativity, talent, media brands and reach, we will work side by side with our advertising partners to supercharge their existing brand creative and messaging."

"Make no mistake, this will change the game. A fully integrated bespoke offering, across all touchpoints, to help consumers navigate the path to purchase."

News Corp Australia's Managing Director, National Sales, Lou Barrett said: *"News Corp is delighted to join forces with Seven Network in Navigate."*

"For our auto clients, this is an innovative opportunity to unite the strength of two great media companies to deliver powerful insights, campaigns and results. Our customers will sit at the heart of Navigate and we can't wait to start working with Seven on a range of exciting initiatives and projects."

End.

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's leading integrated media companies, with a market-leading presence in broadcast television, magazine and newspaper publishing and online.

The company is the home to many of Australia's leading media businesses – Seven, 7TWO, 7mate, 7flix, Pacific Magazines, The West Australian, The Sunday Times and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, Home and Away, Sunrise, the Australian Football League, Cricket Australia, the Olympic Games, Better Homes and Gardens, marie claire, Who, PerthNow, racing.com and 7plus.