

“With major investment in our data capability, Seven is well advanced in building one of Australian media’s richest first-party data assets.”

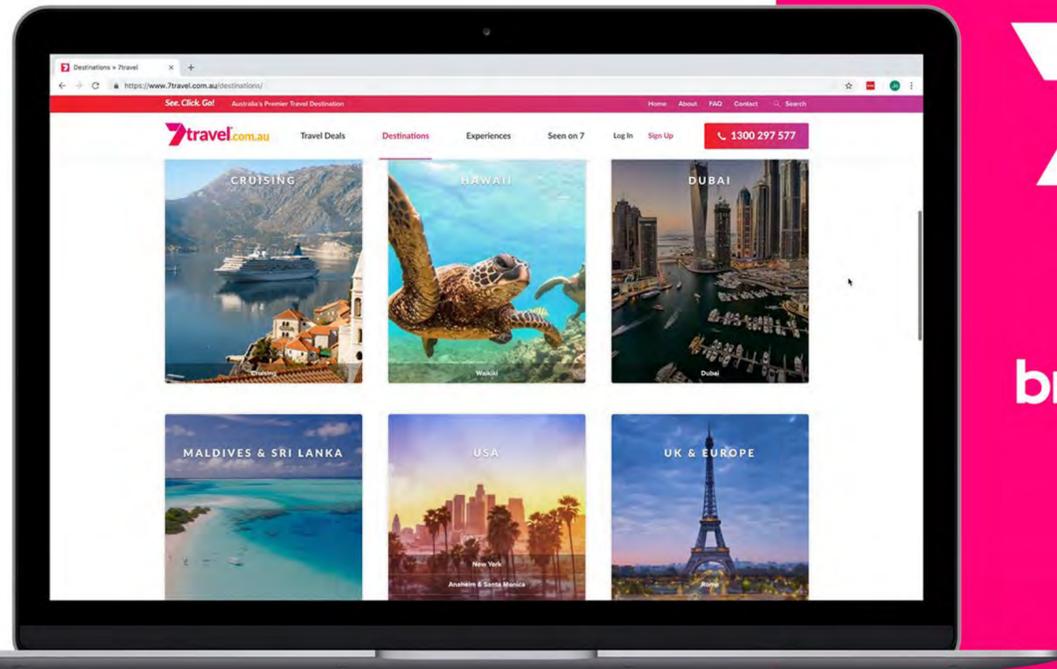
Data and Audience

Data and audience insights underpin our commercial strategy at Seven.

7plus user registration is now live across mobile, web, tablet and connected TVs.

What this delivers is verified users – real people, not fake email addresses. That’s because every 7plus active user chooses whether or not to share their personal data with us.

This unwavering approach to both user experience and PII, coupled with partnerships like Ticketek and Quantum, delivers quality, scaled, intent based data sets underpinned by logged in, verified users.



7travel
.com.au

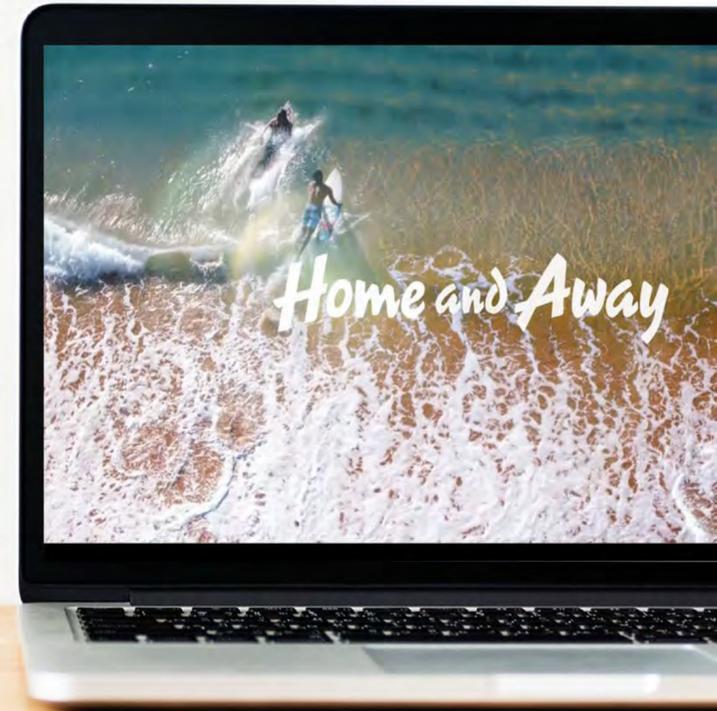
+89%
brand awareness

7x
visitors

CODE 7

7@iD **VOZ** **7EG**
quantium

7plus **7**



Addressable TV

“Scaled audiences, rich data sets and experience executing addressable TV... that’s our data advantage in play.”

Seven launched Australia’s **first real** scaled addressable TV product in 2017 in the Rugby League World Cup, and since then has executed it every day through its entire schedule, including within all major sports broadcast events.

A recent campaign for 7Travel demonstrates the effectiveness of Addressable TV with Seven.

We used data to isolate people with a high propensity of interest in a package holiday and targeted them both on broadcast and connected TV.

Brand awareness for 7Travel.com.au rose an amazing 89% for targeted consumers and site visitation was up 7x versus the control.

Automation

“OzTAM VOZ will be overlaid on top of Seven’s first party data to give a unified view of audience behaviour across all screens for the first time.”

The challenge we’re all trying to solve is how to measure and trade audiences across screens – that’s where VOZ comes into play. This is a game changer for the industry and we are finalising integrations to incorporate it into our trading systems across broadcast and BVOD in H1 through Code 7.

Code 7 will be underpinned by first, second and third party data to facilitate data led trading across screens.