



Seven's food content reaches on average 3.4M people per month.

We value food content so much that we're creating a whole new channel!

The Seven Network is partnering with global leader Discovery, to launch 7food network.

With a 24/7 smorgasbord of the world's most popular food shows, plus the power of brands like My Kitchen Rules and Better Homes and Gardens, 7food network is set to inspire and entertain Aussie foodies hungry for cooking, culture, travel and adventure.

"7food network will run with reduced commercial content and advertising innovations to enhance the viewer and advertiser experience."



“Australia’s love for food is on the rise and Seven is foodie heartland. Now supersized with the best global names in food alongside the most loved Aussie food shows.”

The best global content

**Anthony Bourdain:
No Reservations
Barefoot Contessa
Chopped
Iron Chef America
Mystery Diners
The Great Food Truck Race
Cake Wars
Cupcake Wars
Restaurant Impossible
Diners, Drive Ins & Dives
Beat Bobby Flay**

+ the best from Seven

**Better Homes and Gardens
Zumbo’s Just Desserts
Fast Ed’s Fast Food
Anh Does Vietnam
My France with Manu
Around the World with Manu
Manu’s American Road Trip
Aussie Barbecue Heroes
A Moveable Feast
Sean’s Kitchen
Ramsay’s Kitchen Nightmares
My Kitchen Rules AUS/US/NZ
and much more!**

“We can further integrate and cross promote this huge catalogue of food shows across our digital and social platforms.

The opportunities to align your brand with 7food network are endless.”



Reached
8.5M metro
viewers 2018



Inspiring
Australian
home cooking
for **23 years**



Individuals
have watched
on average
300 minutes
of food and
cooking
content on
7plus in the last
12 months



Mass food
footprint with
8.1M social
reach each
week on
average and
5.1M magazine
reach monthly



Fresh, The
West Australian
dedicated food,
wine and dining
out feature
reaches
200K Perth
locals weekly

Source: OZTAM (Metro), RegTAM (Regional), Total Individuals, 7 food Estimated Reach based on selected Seven/SBS Food Network programmes average weekly reach, Feb-Sep 2018, MKR: Network National Reach Estimate based on Metro + Regional for consecutive 5 min viewed of all MKR eps aired in 2018. Data: Consolidated (Live + As Live + TSV7).