



**Seven launches Australia's first new commercial television network in four decades. And it's in digital high definition.**

**It's here. It's now. It's on-air.**

**Seven is the one. The first commercial network to move into digital multi-channelling.**

16 October 2007 --- The Seven Network has launched a new channel. Seven – with the first broadcast last night (Monday) - is the first commercial network to move into digital multi-channelling. Seven launched the first phase of its multi-channelling plans at 10:30pm and will schedule programming on its second channel in late primetime and across weekends as part of a considered strategy leading to the full-strength launch of a second Channel Seven in a few weeks – delivering greater choice to Australian television audiences.

Last night's launch of the second Seven is the first step in a broad long-term plan to deliver more channels and provide viewers with the opportunity to experience full high definition programming with Dolby Digital Sound, complementing Seven's current programming and opening up opportunities for the marketing of high-definition television sets and tuners that will allow Australians to experience multiple channel digital broadcast television.

Details of Seven's plans for its new channels were announced today by the network's Chief Executive Officer and Chief Executive Officer of Seven Media Group, Mr David Leckie.

“This is the biggest launch I have ever been involved in. I have never been so excited,” Mr Leckie said. “We are in a fantastic position. We have more content and more creative people than our competitors and we are setting out to blitz them.

“We are the first to move into new channels,” Mr Leckie said. “Our introduction of a nightly two hour channel and different programmes across weekend daytime complementing our primary Seven channel is the first step towards a second Channel Seven before Christmas and a third Channel Seven in the coming fifteen months.

“We have been one network for more than five decades. From last night, we are now two networks and we’ll be three networks by early 2009. We can’t wait. Our people can’t wait. And, we believe Australian television audiences will embrace this explosion of choice in content on broadcast television.”

Seven’s second channel was launched with the network television premiere of the movie *25<sup>th</sup> Hour* and Seven is planning the scheduling of first release movies on Monday, Wednesday and Friday nights. Across Tuesday and Thursday, Seven will schedule a first-run high definition US series “The Grid”. On weekend daytimes, Seven’s significant sports schedule on its primary channel will be complemented by children’s and family programming through its output agreement with The Walt Disney Company.

This “breakaway” schedule is the first step – with a complete primetime schedule for the second Channel Seven to be launched in the coming weeks. The “look and feel” and on-air presentation marketing and promotion for the new channel will be unveiled to coincide with the launch of the complete schedule for the second Channel Seven in the coming weeks. Planning is well-advanced in the production of new high definition programmes that leverage Seven’s acknowledged leadership in Australian production and the scheduling of episodes of many of Australia’s most-watched television series.

Seven’s launch of the new channel coincides with the anniversaries for the launch of television in Australia in 1956 and the introduction of color television in October 1974 (with test transmissions of specific programmes before the full launch of color television in March 1975).

The launch of the new commercial network – the first new network in Australia in more than four decades – reaffirms Seven’s leadership in broadcast television, with Seven number 1 in breakfast television, news and public affairs, primetime and sports.

**Seven's new channel – week 1 programming**

**Monday 15 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
2230	Premiere HD Movie: 25TH HOUR (HD)		Boston Legal
2300			
2330			In Case of Emergency
0000			Lost
0030			

**Tuesday 16 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
2300	Premiere HD Series: THE GRID ep 1 (HD)		Built To Kill
2330			
0000	Series: THAT '70S SHOW ( R )		The Practice
0030			

**Wednesday 17 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
2230	Premiere HD Movie: SOLARIS (2002) (HD)		The Unit
2300			
2330			Zero Hour
0000			

**Thursday 18 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
2230	Premiere HD Series Encore: THE GRID ep 1 ( R ) (HD)		Hollywood Uncensored
2300			Stargate
2330	Series Encore: THAT '70S SHOW ( R )		
0000			Life As We Know It
0030			

**Friday 19 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
2030	Movie: Hide & Seek (simulcast - HD)		Movie: Hide & Seek (simulcast - HD)
2240	Premiere Movie: I LOVE YOU, DON'T TOUCH ME! (1998)		Movie: Cabin Fever
2300			

**Saturday 20 Oct**

<b>7HD</b>		<b>7 MAIN CHANNEL</b>	
1200	Premiere HD Family Movie: WHISPERS: AN ELEPHANT'S TALE (2000) (HD)		Lexmark Indy



## **Seven and Digital Television**

We are recognised as the leader in the production of Australian television. We have in place the technology which will lead our future development in digital and interactive television, with our network digital broadcast centre the most advanced centre of its type in the world.

The Seven Broadcast Centre is recognised as a breakthrough in the international development of television: a “tapeless” video-server based centre forming the hub for the creation and distribution of our digital content across broadcast and subscription television, and through new and emerging technologies. And we have the capacity to create more signals as we move towards multi-channelling on our digital spectrum.

Our strategies for development focus on multi-channelling on broadcast television and broadening our connection with Australians through evolving communications platforms and delivery mechanisms. Our success will be determined by our television programmes and our content, regardless of how our audiences experience or interact with our entertainment, news and information, and sports programming.

A key element in our future in digital television has been secured in our landmark partnership with TiVo, the creator of and leader in digital video recorders, to launch TiVo in Australia in 2008.

Seven will lead the creation of a digital platform to enable TiVos’ digital video recorder and services - bringing together other broadcast television partners and broadband content providers to create an interactive, free-to-air digital terrestrial television business.

The partnership unites the strengths of broadcast television and internationally recognised technology to develop a market-leading electronic programme guide for television, automatic recording and scheduling of television programmes and the introduction of new forms of content on the television, including broadband content and telecommunications services.

As part of our plans to create a new business and delivery platform for digital television in Australia, we have entered into a strategic partnership with Engin Limited – through Seven’s acquisition of a 33 per cent shareholding in Australia’s leading broadband telephone company. The partnership with Engin provides Seven with a platform to continue its development as a fully integrated media company – in particular in digital media with the forthcoming launch of TiVo in Australia.