



Wednesday, 27 October 2021

Seven appoints Head of Convergence Audience Trading

Seven West Media (ASX: SWM) today announced the appointment of Alex Tansley as Head of Convergence Audience Trading, effective immediately.

Mr Tansley's appointment follows Seven's recent announcement of its Australia-first project with Salesforce, the global leaders in CRM, to transform and enhance its media trading platform as a key component in the launch of CODE 7+.

In the newly created position, Mr Tansley will be responsible for developing and delivering Seven's strategy across dynamic and converged audience trading solutions through CODE 7+, CRM and developing new operating models and products.

Mr Tansley has extensive industry experience in commercial strategy roles, having previously held senior positions at MCN, Foxtel Media and, most recently, at Seven West Media as Revenue Strategy Manager, where he was responsible for driving a range of advanced advertising projects as part of Seven's Enhanced Advertiser and Viewer Experience [E.A.V.E.] initiative.

Mr Tansley reports to Seven West Media Network Director of Sales, Natalie Harvey, and Network Digital Sales Director, Nicole Bence.

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "Alex comes to this role with a deep knowledge, brilliant strategic thinking and the capability to help drive Seven's future capabilities in dynamic, converged television buying through CODE 7+.

"This new, innovative role will support Seven's transformation and our ambition to enable customers to engage and execute with ease and speed across Seven, [7plus](#) and other audience platforms. Seven is the most watched free-to-air broadcaster across all screens, which means we have the biggest audience to gain insights from and connect our partners with, which we do in a multitude of ways using best-in-market technology, processes and people."

Natalie Harvey said: "There is no more strategic or passionate media professional in the industry than Alex Tansley. His appointment to this crucial role is further proof of Seven's commitment to being audience-led and platform agnostic in our pursuit of delivering more effective and better outcomes for our client and agency partners. The future of television is here and Seven is leading the way."

Alex Tansley said: "Having spent over eight years working across commercial strategy in the television industry, I'm passionate about delivering the best experience for advertisers, partners and viewers, and look forward to taking Seven's successful converged audience buying solution to the next level."

Seven's new state-of-the-art digital and broadcast converged media trading platform, CODE 7+, will be underpinned by the latest industry total audience measurement VOZ, along with Seven's market-leading audience intelligence platform 7REDiQ.

For further information, please contact:

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, with a market-leading presence in content production across broadcast television, publishing and digital.

The company is home to some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix; broadcast video on demand platform 7plus; 7NEWS.com.au; The West Australian; and The Sunday Times. With iconic brands such as Australia's leading news and breakfast programs **7NEWS** and **Sunrise**, **Big Brother**, **Big Brother VIP**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away**, **The Chase Australia** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars, the Commonwealth Games and the Olympics.