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## **Seven expands 7REDiQ data insights Weatherzone partnership adds new location data**

The Seven Network today announced a key new strategic data partnership with leading weather information provider Weatherzone to add more insights to its 7REDiQ audience intelligence business.

The partnership, which also includes location technology provider LandmarksID, means marketers will now gain even richer insights into the behaviour of the more than 6 million people who have registered with Seven's market-leading [7plus](#) platform.

Weatherzone joins Seven's growing list of second-party data partners. Others include TEG, Carsguide, Mastercard and – as announced on 19 April – Unpacked by Flybuys, the data division of Australia's most popular loyalty program.

Seven West Media Network Digital Sales Director, Nicole Bence, said: "Partnering with trusted consumer brands like Weatherzone is integral to the ethos of 7REDiQ and further enhances our ability to enrich the information we have about the millions of people who are logged into 7plus.

"As our 7plus audience check the weather on their Weatherzone app, we will capture their location data and build it into 7REDiQ. Early data suggests 7plus and Weatherzone share more than 650,000 consumers, providing more than enough scale to build out a nationally representative panel of people and their location habits.

"Understanding these habits provides powerful insights for marketers to build out activation segments, inform smarter creative ideas, and contribute to post-campaign attribution studies," she said.

"Thanks to 7REDiQ, marketers can visualise our audiences and their potential customers by their favourite 7plus shows or genres, their Flybuys spending habits, Ticketek events, their Mastercard spending and now, thanks to Weatherzone, knowing where they have been.

"For marketers, it's an increasingly powerful and effective eco-system. With COVID-19 restrictions easing, people are heading out more and therefore checking the weather more, making the timing of this new partnership perfect," Ms Bence said.

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# Media Release

## About 7REDiQ

7REDiQ is Seven West Media's audience intelligence platform that offers an end-to-end solution for brands as they look to understand and reach their audiences. It enables brands to fuse their own data with Seven's first-party and partner data, to activate it across Seven platforms including 7plus and 7NEWS.com.au, and then measure their results. Built to allow Seven to deliver on its goal of being an audience-centric business, 7REDiQ fast-tracks audience understanding across all of Seven's touchpoints. It enables better understanding of who is engaging with Seven's content and overlays it with lifestyle trends, sentiment, location and purchase insights from Australia's leading data partners. The result is a comprehensive and actionable picture of the viewer.

## 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**, **SAS Australia**, **Farmer Wants A Wife**, **The Voice**, **Dancing With The Stars: All Stars**, **Home and Away** and **Better Homes and Gardens**, Seven West Media is also the broadcast partner of the AFL, Cricket Australia, Supercars and the Olympics.