

Wednesday, 10 May 2023

## **Seven viewers get rewarded**

### **7Rewards redefines viewer loyalty and brand connection**

The Seven Network today announced the launch of 7Rewards, a game-changing rewards program developed in partnership with The Entertainment Group, the company behind the *Entertainment Book* app and Enterprise Rewards program *Frequent Values*.

Available as a free mobile app, 7Rewards will enhance customer engagement and advocacy among Seven's audiences by unlocking savings while supporting local businesses and communities.

The new program also strengthens brand-audience connections, enabling Seven advertisers to deliver personalised discounts and exclusive local and national offers across dining, travel, retail, leisure and kids activities, and more.

Seven Director of Audience Intelligence, Andrew Brain, said: "At Seven, we're passionate about expressing our gratitude to our loyal viewers. The 7Rewards program is our way of saying 'thank you' by providing them with an innovative range of benefits and offers on everyday products and services.

"Seven has always been committed to delivering exceptional content that unites our audiences, for free. With 7Rewards, we're taking that commitment one step further with deals tailored to our audiences, helping alleviate some of the pressures faced by Australians during the current cost of living crisis and helping local businesses."

Seven West Media Chief Revenue Officer, Kurt Burnette, said: "As we continue to invest in our technology and data in an increasingly cookie-less ecosystem, this exciting partnership between Seven and The Entertainment Group not only enhances the user experience but also turbocharges stronger connections between advertisers and our ever-growing [7plus](#) community."

7Rewards is integrated into Seven's market-leading audience intelligence platform, 7REDiQ, which combines Seven's first-party data of 13 million registered and addressable 7plus users with extensive second-party data partnerships in privacy-complaint, de-identified and aggregated dataset format.

"Leveraging data and insights from 7REDiQ, 7Rewards will create and deliver unique, customised reports on user redemption of the offers, allowing marketers to track the end-to-end customer journey and attribution as it happens," Mr Burnette said.

Entertainment Group Chief Executive Officer, Ani Chakraborty, said: "We are delighted to be the rewards and technology partner for 7Rewards. We are excited about the new customers it will bring to our merchant network and it will assist us with our mission to support people to get more out of their money."

Available on Android and iOS devices, 7Rewards offers users the flexibility to access deals on-the-go or save them for later use.

**For more information, please contact:**

Rob Sharpe  
Head of Corporate Communications  
M: 0437 928 884  
E: [rsharpe@seven.com.au](mailto:rsharpe@seven.com.au)

**About the Seven Network**

The Seven Network is part of Seven West Media (ASX: SWM), 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 and 7Bravo; broadcast video on demand platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; and *The Sunday Times*. The Seven Network is home of Australia's most loved news, sport, and entertainment programming. Its iconic brands include Australia's leading news and public affairs programs **7NEWS**, **7NEWS Spotlight**, **Sunrise** and **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **Big Brother**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **Million Dollar Island**, **Blow Up** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.