

**Seven unveils first phase of 07 programming.**

**Australian Football League and V8s lead Seven's assault on 07.**

**The biggest new programmes on American television: Heroes, Ugly Betty, Shark, Brothers and Sisters, What About Brian and Shark join Desperate Housewives, Lost, Grey's Anatomy, Criminal Minds, Bones and Prison Break.**

**Seven's leadership in Australian programming delivers Australia's Got Talent and new series for Dancing with the Stars, It Takes Two, Border Security. The Real Seachange and The Force.**

**Meet The Fockers, The Day After Tomorrow, Shark Tale and Ladder 49 headline Seven's broadcast television premiere movies – as Dreamworks joins Seven's other international partners: Walt Disney Company and NBC Universal.**

20 November 2006 --- The Seven Network today released the first phase of its programming plans for 2007 – headlined by major sports coverage, the highest-rating new series in the current American television season, and new series for the biggest programmes on Australian television.

Seven launches into 2007 with coverage of the Australian Football League and V8 Supercars and the biggest new US series, Heroes, Shark, Ugly Betty and Brothers and Sisters, and What About Brian.

Seven today also confirmed that one of the biggest new franchises in international television is coming to the network, as Australia's Got Talent joins new series for the biggest programmes on Australian television: Dancing with the Stars, Border Security, The Force, It Takes Two, Where Are They Now, Desperate Housewives, Lost, Grey's Anatomy, Prison Break, Bones and Criminal Minds.



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Desperate Housewives, Lost, Grey's Anatomy and Criminal Minds are dominating the new American television season. All four series sit in the top ten most-watched programmes in the new US television season. Heroes, Shark, Ugly Betty and Brothers and Sisters are the top four highest-rating new series.

Heroes is the "buzz" programme of the new American television season – immediately propelling itself to leadership in total viewers and all key audience demographics, and building its audiences week-on-week. Ugly Betty has delivered an extraordinary performance across its opening months, ranking only behind Heroes as the most-watched new series for 18-49s on American television. Shark is powering in a competitive timeslot against ER in the United States and ranks only behind Heroes as the most-watched new series in total viewers in the new US season. Brothers and Sisters, starring Australia's Rachel Griffiths, is the partner programme for Desperate Housewives in the United States and dominates in all key women demographics. What About Brian, from the creator of Lost, is scoring in key women demographics and has picked up a full-season order in the US.

Seven has secured the new BBC series from Michael Palin, Michael Palin's New Europe, and a new retrospective on the life of Diana to be broadcast next year, marking ten years since her death.

Australia's Got Talent is a breakout new series for 2007 based on the successful format which captured stellar audiences in the United States this year and is rolling out across international markets over the coming twelve months. Australia's Got Talent is one of a number of new Australian television projects in development. Seven will unveil its new Australian programmes in the coming weeks.

All Saints, the most-watched Australian produced drama series, is back in 07 along with the landmark 20<sup>th</sup> season of Home and Away which again has dominated its nightly timeslot across 2006.

## **Seven in 2007 – in a nutshell**

### **New Programmes**

Ugly Betty

Heroes

What About Brian

Brothers and Sisters

Shark

Michael Palin's New Europe

Australia's Got Talent

### **New Series**

Home and Away

All Saints

Dancing with the Stars

It Takes Two

Border Security

The Force

Medical Emergency

The Great Outdoors

Where Are They Now

The Real Seachange

Police Files

Lost

Desperate Housewives

Grey's Anatomy

Ghost Whisperer

Prison Break

Criminal Minds

Las Vegas

Crossing Jordan

Boston Legal

My Name Is Earl

How I Met Your Mother

Bones

The Amazing Race

Family Guy

American Dad

24

The Unit

### **News and Public Affairs**

Seven moves into 2007 as the leader in news and public affairs – with Seven News, Today Tonight and Sunrise all delivering significant audience growth over the past twelve months and leading Nine for the second consecutive year.

Seven News has gained 80,000 viewers in 06 and leads Nine News for the second consecutive year. Seven News leads Nine by more than 112,000 viewers – up from a lead of 30,000 viewers in 2005. Today Tonight has gained more than 32,000 viewers in 06 and leads A Current Affair for the second consecutive year. Today Tonight leads ACA by more than 170,000 viewers – up from a lead of 137,000 in 2005.

## **Breakfast Television**

Seven continues to dominate breakfast television – with Sunrise gaining nearly 70,000 viewers this year and expanding its audience advantage over Today from 111,000 viewers in 2005 to nearly 175,000 viewers in 2006.

## **Movies and Events**

Seven today confirmed the signing of a new agreement with Dreamworks, complementing the network's partnerships with The Walt Disney Company and Touchstone Television, and NBC Universal.

Seven has secured a strong portfolio of theatrical movies including the broadcast television premieres for Meet The Fockers, The Day After Tomorrow, I Robot, Dodgeball, Princess Diaries 2, Herby Fully Loaded, Fantastic 4, Madagaskar, Shark Tale, Lemony Snicket's A Series of Unfortunate Events, Kingdom of Heaven, The Pacifier, Sideways, National Treasure, The Terminal, Ladder 49 and Alien v Predator.

## **Sports**

Seven is acknowledged as the leader in sports television, with an unparalleled portfolio of major sports as the network moves towards its coverage of the XXIX Olympiad in Beijing in 2008.

Seven will launch 2007 with the network's all-encompassing coverage of the Australian Open (along with four other major Australian tennis events and the Davis Cup) and delivers a one-two punch as the year unfolds - with the biggest sport in Australia, the Australian Football League, and the fastest-growing: V8 Supercars.

Seven is back in football. The network's new agreement with the Australian Football League re-establishes a 45 year partnership stretching back to the first days of television and dominates Seven's sports commitment over the coming twelve months – with coverage of the pre-season NAB Cup, the AFL Premiership Season and the AFL Finals Series.

Seven is back in V8s. The network's new agreement with V8 Supercars Australia builds on Seven's rich heritage and connection with the sport. Seven's all-encompassing rights will also see the network return to Mount Panorama for coverage of the Bathurst 1000 for the first time in a decade.

Seven's year in sports also includes coverage of all major horse racing events including the Melbourne Cup Carnival, major golf events, including The Australian Open, The Australian Masters and the PGA Championship of Australia, and the Sydney-Hobart Yacht Race. Seven will also follow the Wallabies' test campaign in rugby union, including The Bledisloe Cup and The Tri-Nations Series.

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