



8 May 2013

Company Announcements Office
ASX Limited
Level 6
20 Bridge Street
Sydney NSW 2000

By electronic lodgment

Total Pages (including cover letter): 142

Dear Sir/Madam

INVESTOR DAY PRESENTATION

Please find attached a slide presentation to be made by Seven West Media executives at Seven West Media's Investor Day being held today at the Museum of Contemporary Art, Quayside Room, Level 6, 140 George Street, Sydney, commencing at 10am.

A live webcast of the Investor Day presentation is available at Seven West Media's corporate website (sevenwestmedia.com.au).

Yours faithfully

Warren Coatsworth
Company Secretary



SEVEN WEST MEDIA

Rohan Lund

Group Chief Operating Officer

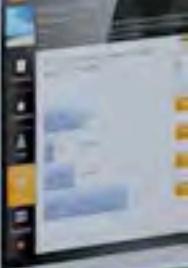
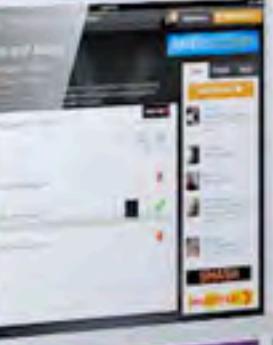
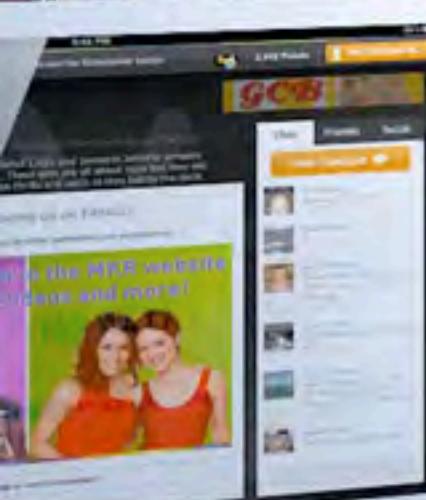
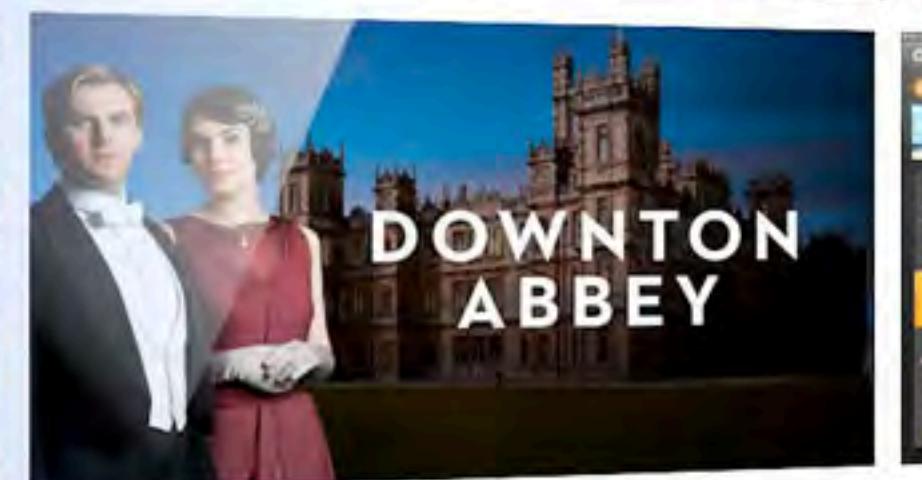
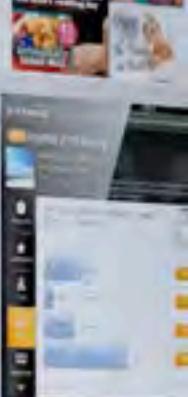
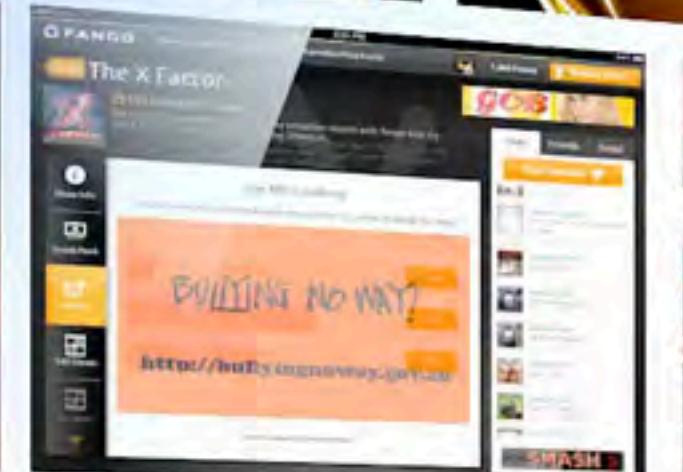
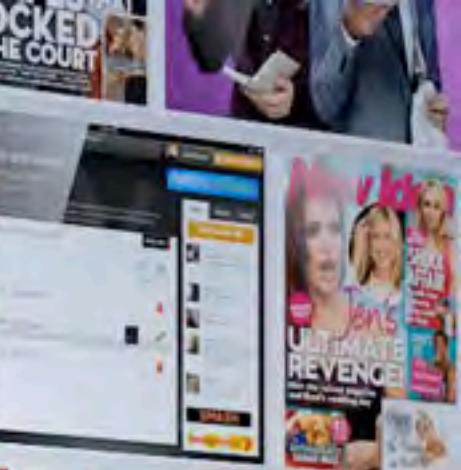
Seven West Media



SEVEN WEST MEDIA



PUTTING THE
SPOTLIGHT
ON OUR AUDIENCE



Agenda

Nick Chan

Magazine Leadership & Fuelling New Growth

Chris Wharton

Newspaper Leadership & Fuelling New Growth

► **Q & A with Nick, Chris and Rohan**

Tim Worner

Television Dominance & Digital Initiatives

Kurt Burnette

Building Revenue Across Group Assets

► **Q & A with Tim, Kurt and Rohan**

Don Voelte

Executing for the Future with an Eye on the Present



SEVEN WEST MEDIA

CHANGE IS THE NEW NORMAL



WE CAN BE A
**DRIVER
FOR CHANGE**



STRATEGIC FRAMEWORK





NEW STRATEGIC METHODOLOGY



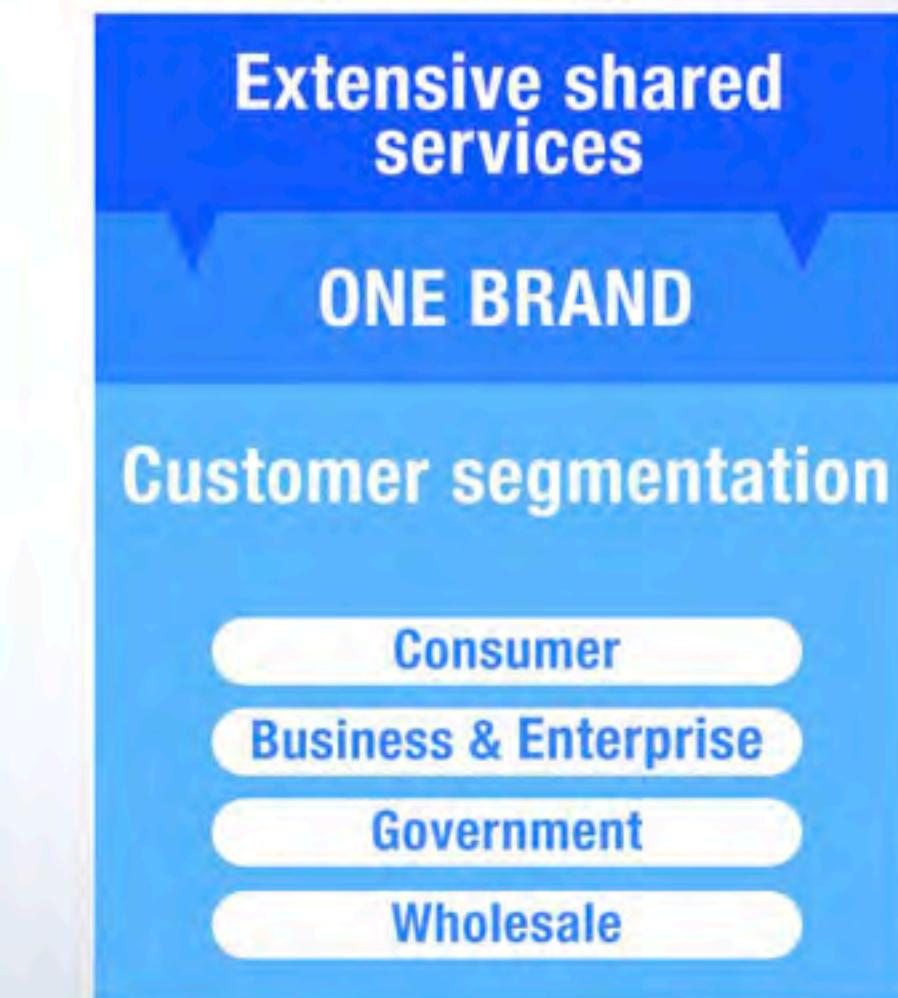




Current model



Fully Integrated



NEW STRUCTURE





CURRENT
COST BASE

PEOPLE &
PERFORMANCE

SUPPLY CHAIN

TECHNOLOGY

Centralisation
Restructuring
Performance Management
Cultural Change
New Policies
Rapid Sourcing Procurement
Lean Methodology
Outsourcing
Digital Workflows

Content Asset Management
Scale Systems
Cloud

FUTURE COST BASE \$

LEAN

AGILE

CURRENT REVENUE BASE 

New Platform

New Revenue

Execution
Leadership
Digital Skills
Productivity
Flexibility

FUTURE REVENUE

PEOPLE & PERFORMANCE

SUPPLY CHAIN

TECHNOLOGY





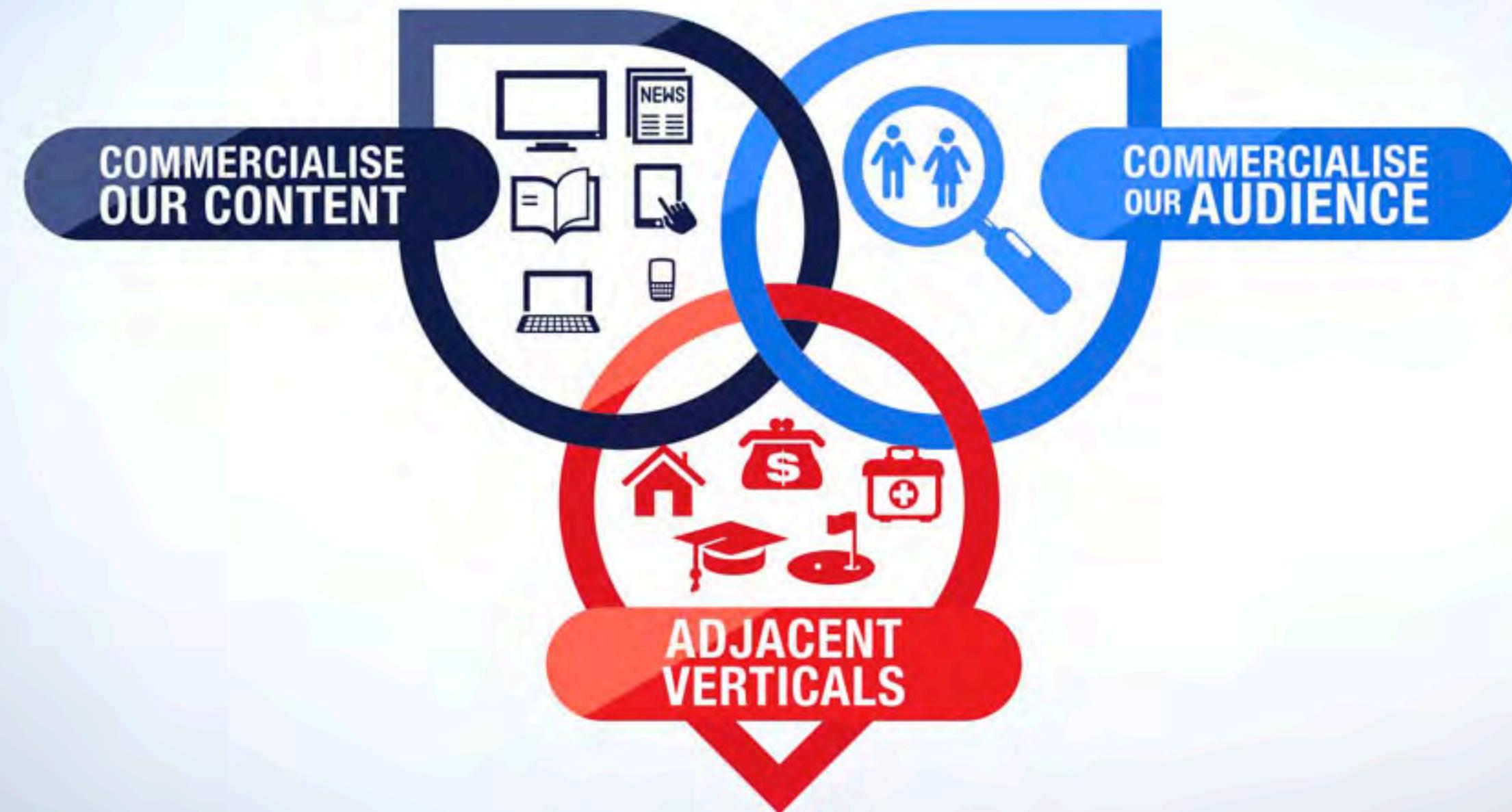


MAINTAINING
LEADERSHIP

REDEFINE the
OPERATING
MODEL

FUEL
NEW
GROWTH

FUEL
NEW
GROWTH



COMMERCIALISE
OUR CONTENT





COMMERCIALISE
OUR AUDIENCE

BIG DATA



01010
1001101
0110101
10010

TRANSACTIONS



MARKETING
SERVICES



BUILDING LEADERSHIP IN ADJACENT VERTICALS

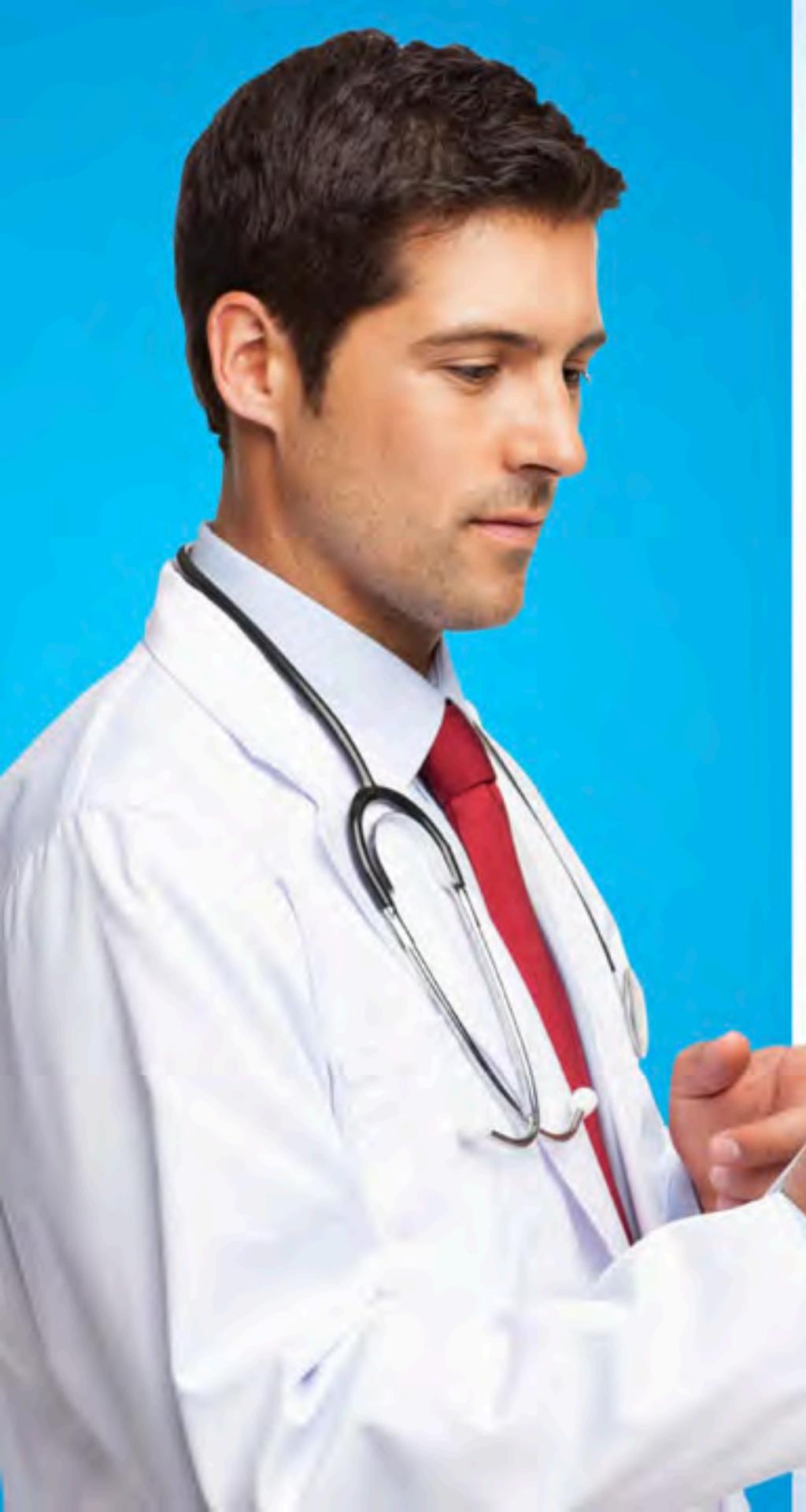


Proven model

Digital delivery

Audience-driven

Leadership position



AUSTRALIA'S
BIGGEST
PATIENT & PRACTITIONER
MARKETPLACE

HealthEngine





SEVEN WEST MEDIA

Australia's Biggest Audience Company

Nick Chan
Chief Executive Officer

Pacific Magazines

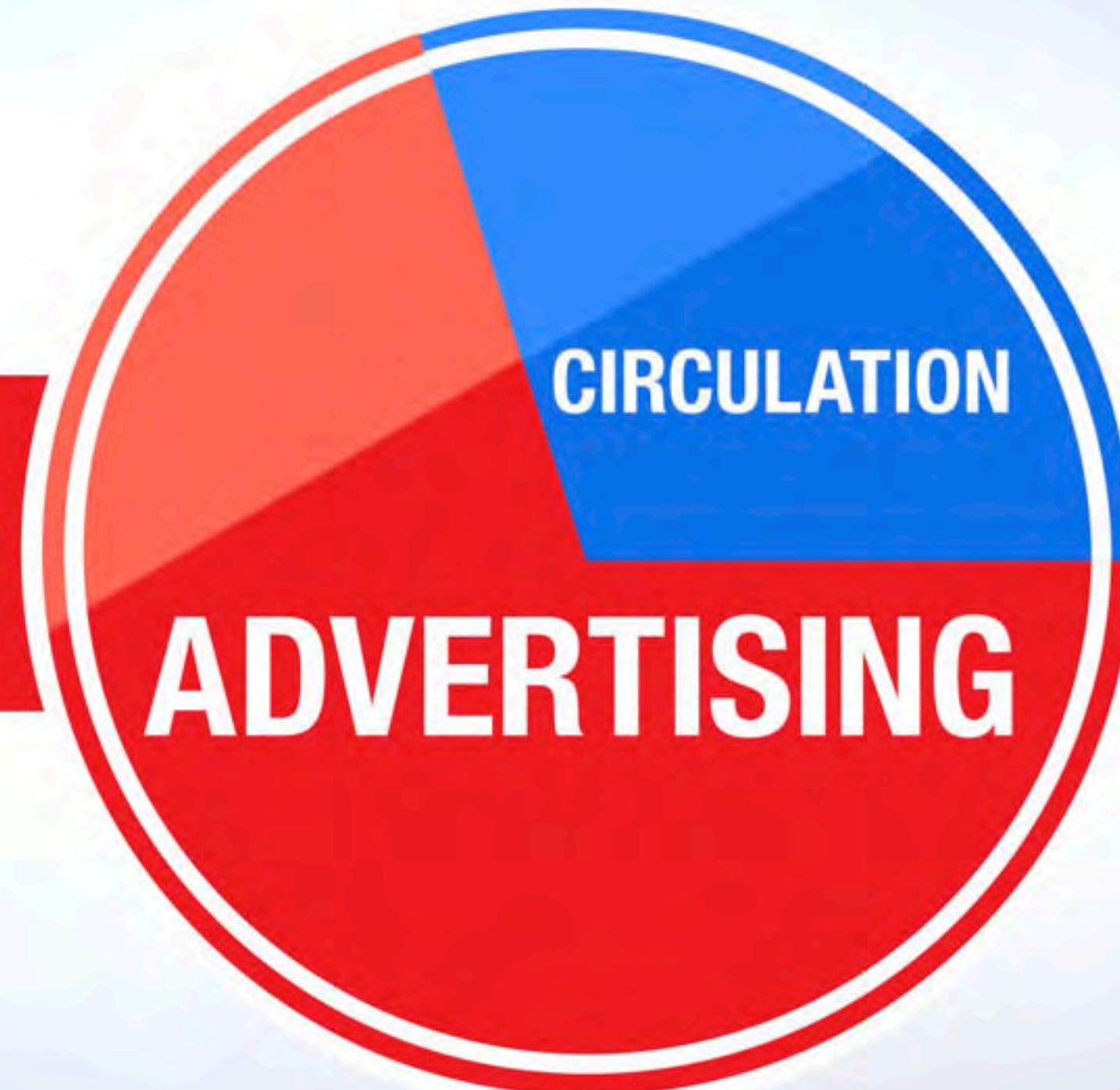


SEVEN WEST MEDIA



THE TRADITIONAL MODEL







CIRCULATION







200
MILLION
MAGAZINES

OUR UNIQUE POSITION

Revenues
from circulation

Circulation
revenue from
retail sales

Profitable
Circulation

NOT
advertising

NOT
subscriptions

NOT AS
in U.S. or U.K.



\$64.99
12 MONTHS







Australia's Best Performer



MAGAZINE PUBLISHING

Revenue
decline

Profit
decline

Audience
growth

STRUCTURAL **VS** **CYCICAL**

CELEBRITY



HEALTH



HOME



FASHION

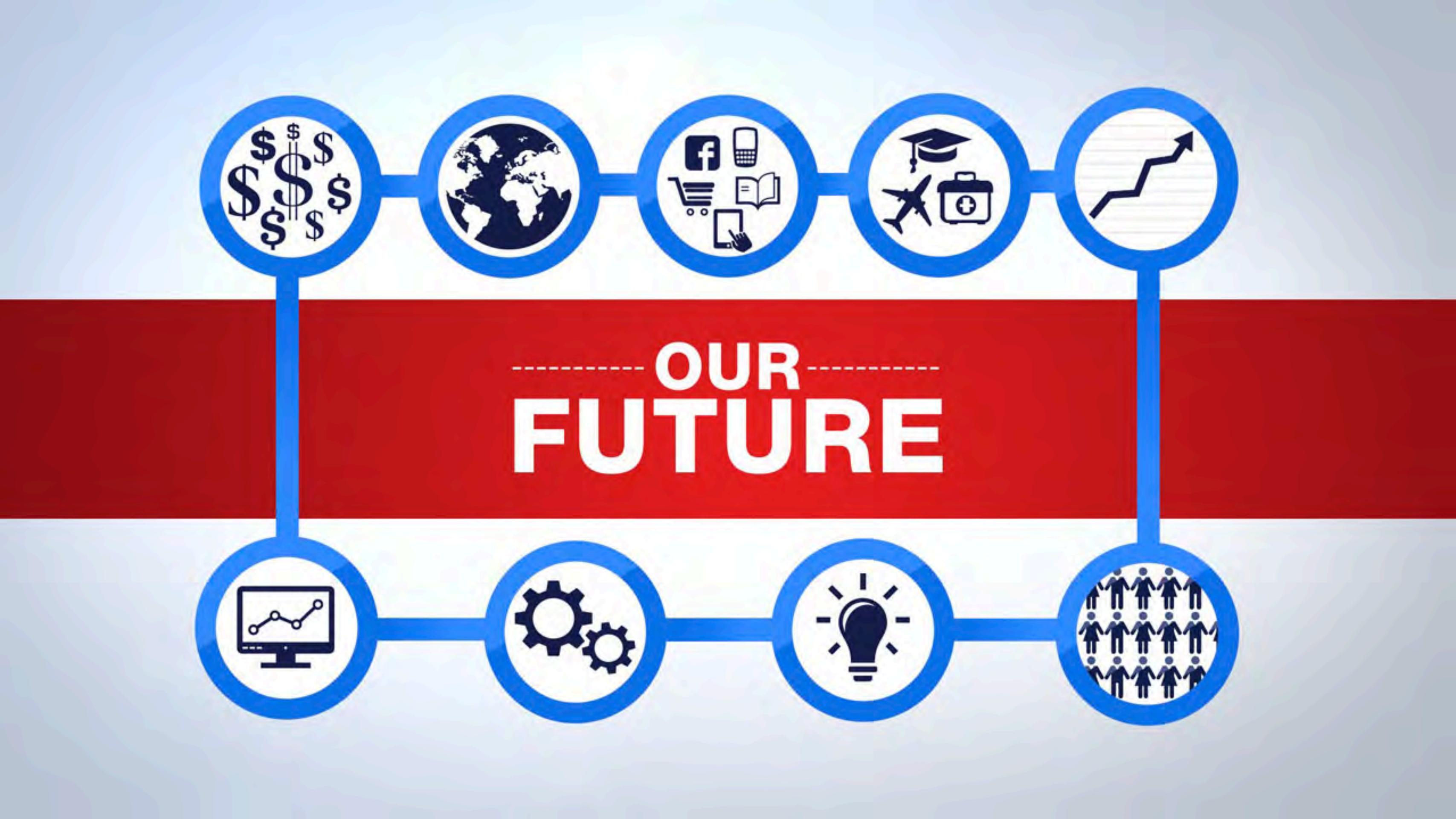


KIDS



LIFE





OUR FUTURE

1.8 MILLION



300,000







**MULTIPLE REVENUES
POWERHOUSE MEDIA
TALENTED PEOPLE
COMMITMENT
1 MILLION MAGAZINES
INCREDIBLE BRANDS
NEW TECHNOLOGIES**



marie claire AUSTRALIA

OUR PLATFORMS



AUSTRALIAN Men's Health



ESOC

THE WORLDWIDE PHENOMENON

THE SUBMISSIVE

TARA SUE ME

Book one of the original hit trilogy
MORE THAN 8 MILLION READS ONLINE

**BRANDS,
PEOPLE &
PLATFORM**

**A
CLEAR VIEW
of the
FUTURE**

**MAINTAIN
BUSINESS
PERFORMANCE**

**TRANSFORM
the BUSINESS
MODEL**

Chris Wharton
Chief Executive Officer

Seven West Media (WA)



SEVEN WEST MEDIA

The West Australian

A TIME OF CHANGE

MARKET LEADERSHIP



Number 1 news site

WestRealEstate The West Australian
Powered by reiwa.com

wjobs The West Australian
wjobs.com.au



Number 1 circulation



MARKET LEADERSHIP

Albany Advertiser

Broome Advertiser

Kalgoorlie Miner

Bunbury Herald

The Geraldton
Guardian



RED FM

WA fm

SPIRIT
RADIO NETWORK



COAST
REPORTS, PICTURES PAGES 4-5

FORMER PREMIER RAY O'CONNOR
DIES NEWS PAGES 16, 17

July 25, 2013

the west

ATTONIM LL RESULTS

PAGE 9

PAGES 59-60

EYE ON THE SKY

WATCH IT ON 7

today
tonight
AT 6.30PM ON

Aviation Editor Geoff
and Angela Pownall
unseen side of the air

#RT FOLLOW A ROCK LOBSTER FROM

The West Australian

Friday, February 27, 2015

IN A SHARE OF
200,000
eTICKET
IGO

PART 3
HOW AIR
TRAVEL IS
KEPT SO SAFE

PAGES 10, 11

EYE ON THE SKY THE UNSEEN SIDE OF THE AIRLINE INDUSTRY

House of the Gold Willey • \$1.50

100

C U S T O M E R S

C O N T E N T

C R E D I B I L I T Y

**“...a paper that serves the
special informational needs
of a community will
remain indispensable...”**

Warren Buffett



FUTURE STRATEGY



FUTURE STRATEGY

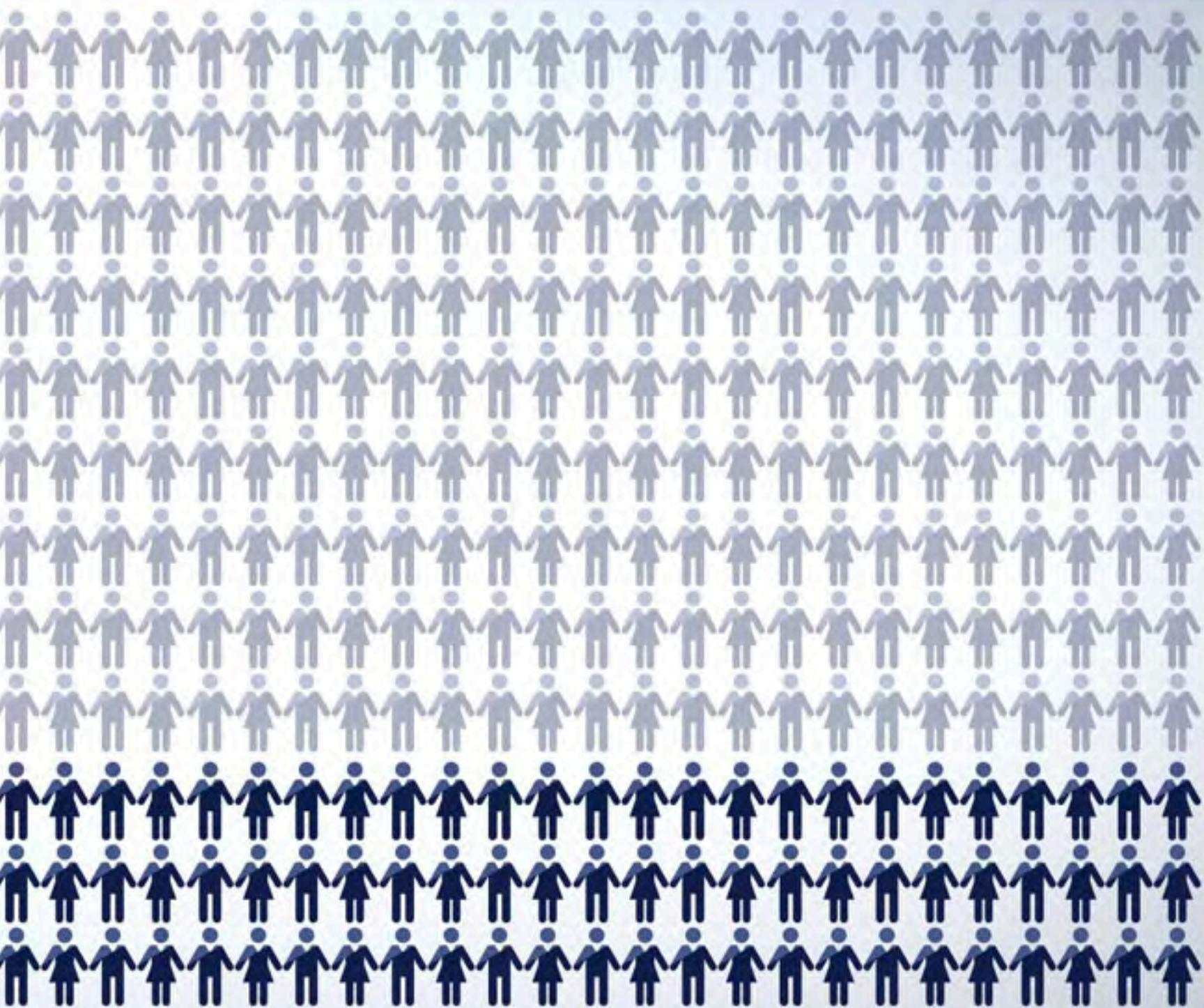


BUILDING INFRASTRUCTURE





100,000





Centralise title subscriber bases

Provide logistics to others

Rationalise the distributor network

Introduce and bundle other publications

Improve customer service

EDITORIAL CONTENT MANAGEMENT



The West Australian

Media, February 23, 2013

ROTTO SWIM
FULL RESULTS

NEWS PAGE 9
SPORT PAGES 59-60

BABY COULD PUT PAVLICH RETURN ON HOLD

SPORT BACK PAGE

EYE ON THE SKY NEWS SERIES STARTS TODAY



Barnett backs down in pay battle with nurses

Editor's Note

Editor, Perth, West Australia, 2013

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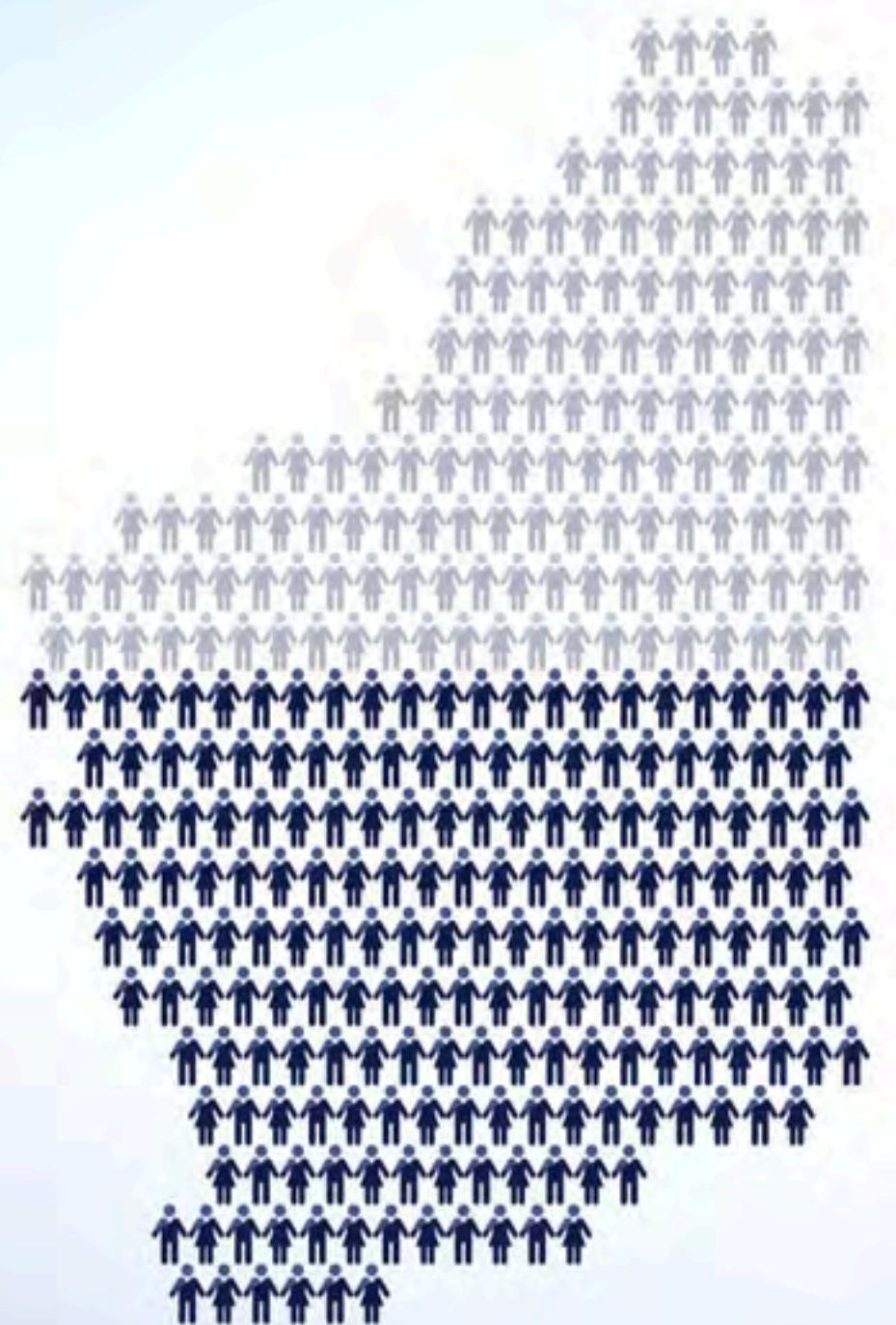
2013

2013

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2013

2013



**1,000,000
READERSHIP**



NATIONAL **SCALE**





thewest.com.au The West Australian Powered by YAHOO!7 NEWS

HOME BUSINESS SPORT LIFE + STYLE ENTERTAINMENT TRAVEL MOTORING REGIONAL REAL ESTATE ANNOUNCEMENTS JOBS

Player
WAS RICHEST
**FOOTY
TIPPING**

\$150,000 SPONSORED BY The West Australian

thewest.com.au

FREE
TO PLAY

CREATE OR
JOIN A LEAGUE

DOUBLE YOUR
PRIZE MONEY*

TIPPING
ON THE MOVE

LIVE
SCORES

THE
LATE MAIL



10 Stores
1 Easy
Number

1300 13 42 13

Home Join Comp Management Tipping Prizes Scoring Contact Help

Username:

LOGIN

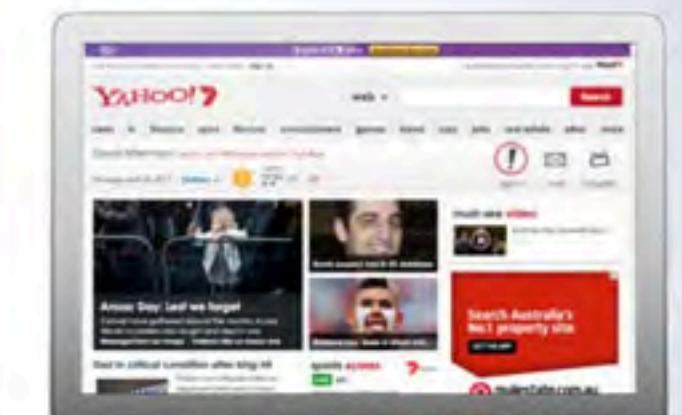


320

Password:

JOIN

Forgot your login details?











EVENTS



MANAGE
PRIMARY
REVENUE

OPPORTUNITIES
TO SCALE

NEW
PRODUCTS



E-COMMERCE

DIGITAL



INNOVATION







The West Australian

A TIME OF CHANGE

Tim Worner
Chief Executive Officer, Broadcast Television
Seven Network (Operations) Limited



SEVEN WEST MEDIA



Seven's second channel given

Seven gets with the program, and ...

Aussie content steals the show

Seven West Seven

Channel's ...

How Seven ate Nine

Seven is the new Nine

No, I didn't used to claim ratings win

Gotta love it - Seven tops the ratings

Seven beats Nine: you do the math

Seven takes ratings gold

Nine falls further behind

By television editor RICHARD CLUNE 23/11/2008

3/11/06

11/07/2011

Yeah, yeah, but now what...

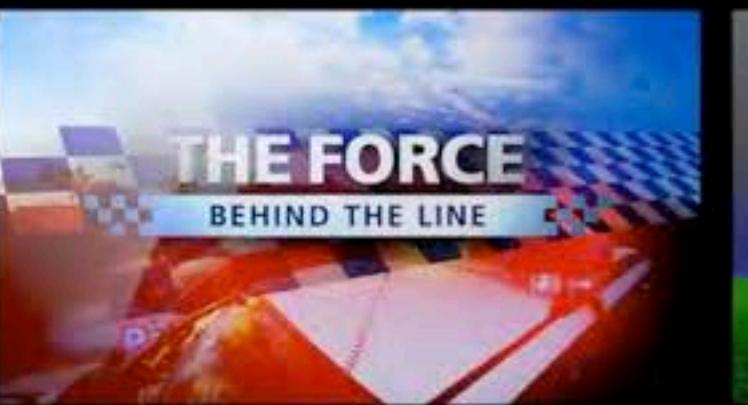
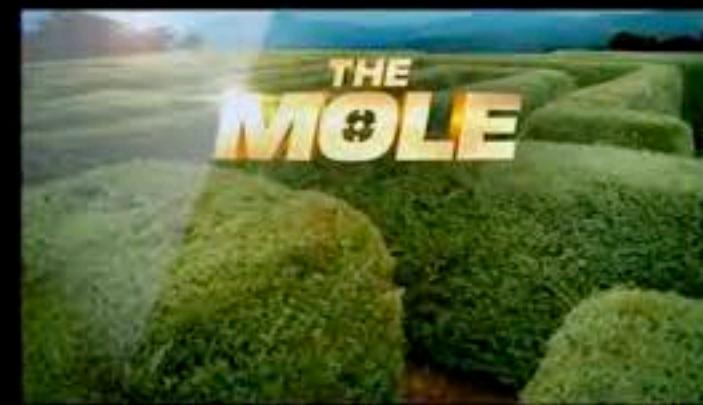
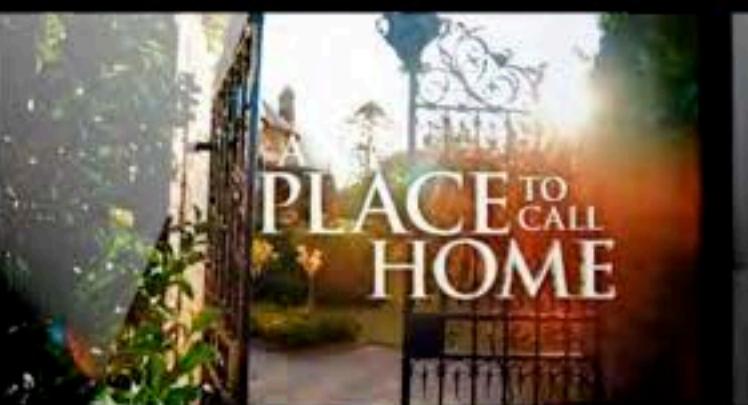
Seven's

Aussie content
steals the show
at **Maths**

16/8/2009

New leader poised to
lead Seven to success
in ratings

11/07/2011





Gotta  it



WORKFORCE

GROUP CERTIFICATES	12,041
PERMANENT STAFF	1,608



NATIONAL
GEOGRAPHIC



MKR

MY KITCHEN RULES



sky LIVING HD

TOP 20 1992

BEST/WORST:RED FACE

GETAWAY

DINOSAURS

FAST FORWARD

SEX

ALL TOGETHER NOW

MACGYVER

STEP BY STEP

GOLDEN GIRLS

MR BEAN

CLUEDO

DISNEY

MY TWO WIVES

WHEEL OF FORTUNE

NURSES

JAKE AND FAT MAN

MARRIED WITH CHILDREN

HOME IMPROVEMENT

BONY

TO THE MANOR BORN

HOME

6

OVERSEAS

14

TOP 20 2012



- THE VOICE
- MY KITCHEN RULES
- REVENGE
- DOWNTON ABBEY
- THE X FACTOR
- PACKED TO THE RAFTERS
- THE BLOCK
- HAMISH & ANDY'S GAP YR.
- UNDERBELLY: BADNESS
- HOUSE HUSBANDS
- WINNERS & LOSERS
- MASTERCHEF AUSTRALIA
- DANCING WITH THE STARS
- BIKIE WARS
- AUSTRALIA'S GOT TALENT
- SURVEILLANCE OZ
- PLEASE MARRY MY BOY
- THE GREAT BARRIER REEF
- THE FORCE
- MRS BROWN BOYS





**61.4% MADE IN
AUSTRALIA**

AUSTRALIAN PROGRAMS



LIVE NEWS



LIVE SPORT



Sport
lives on
Here

on



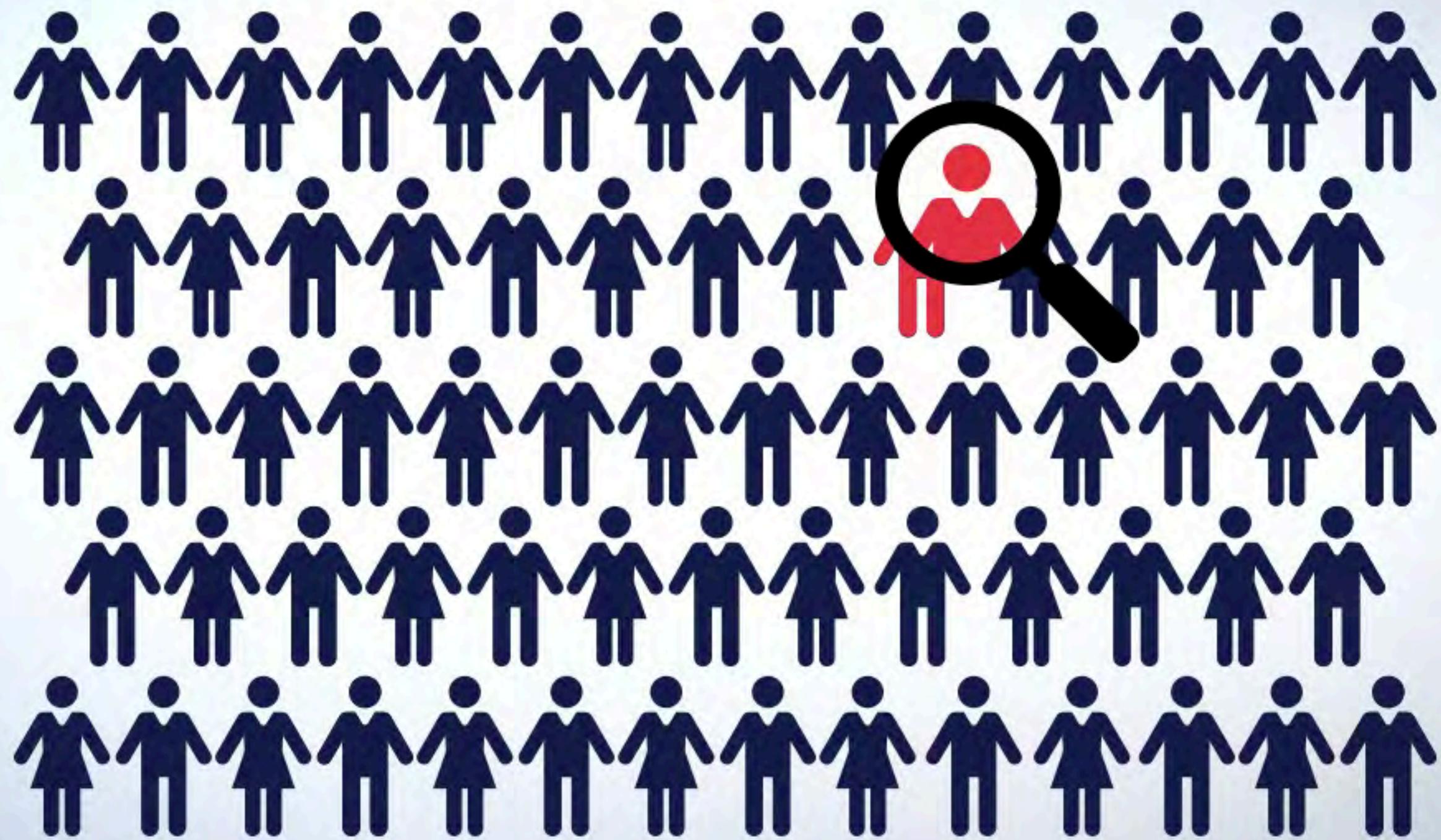
APRIL 6, 2013





CURRENT ECOSYSTEM

		SERVICES		
		LIVE	ON-DEMAND	INFORMATION & SOCIAL
CONTEXT	SHARED (LEAN BACK)	  		
	PERSONAL (LEAN FORWARD)		PLUS7	YAHOO!7
	MOBILE		      	



WHO IS USING HbbTV?

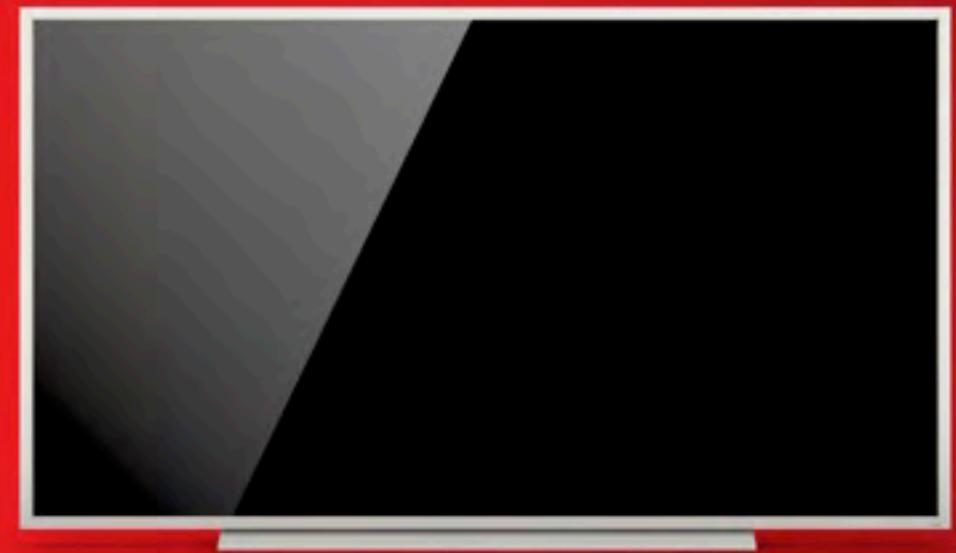


- IN REGULAR OPERATION
- ANNOUNCED / TRIALS
- NO INFORMATION
- OTHER PLANS

**HbbTV CAUGHT INTEREST ALSO OUTSIDE
EUROPE E.G. US, JAPAN, AUSTRALIA,
SOUTH-EAST ASIA, CHINA (TRIALS)
+ MORE ABOUT TO DECIDE**



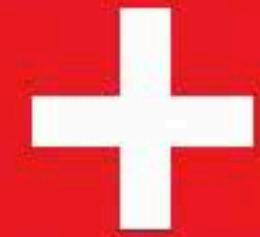
INTERNET



TELEVISION



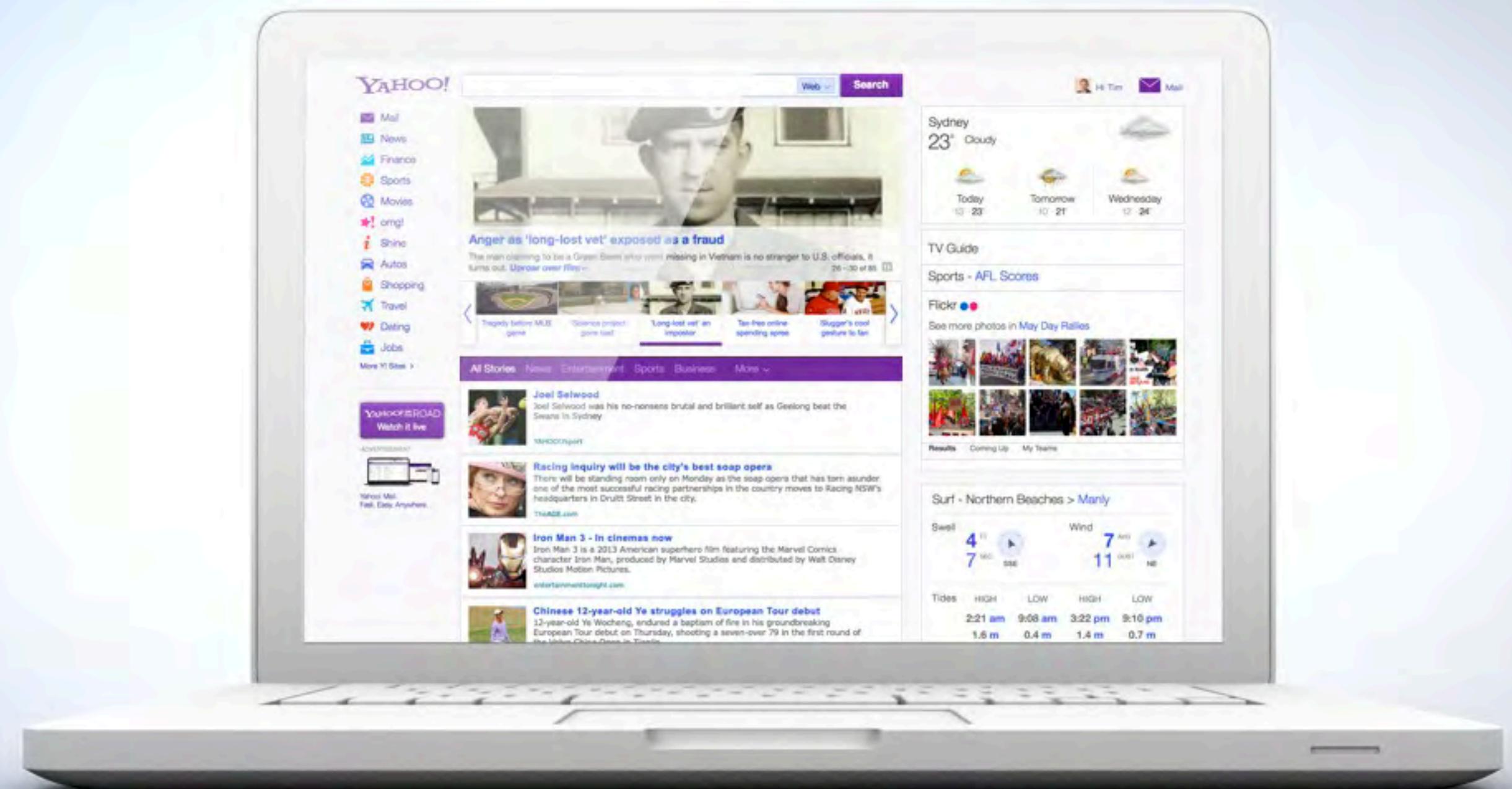
INTERNET



TELEVISION



YAHOO!





Hi Tim



Mail

All Stories News Entertainment Sports Business More

**Joel Selwood**

Joel Selwood was his no-nonsense brutal and brilliant self as Geelong beat the Swans in Sydney.

YAHOO!7sport

**Racing inquiry will be the city's best soap opera**

There will be standing room only on Monday as the soap opera that has torn asunder one of the most successful racing partnerships in the country moves to Racing NSW's headquarters in Druitt Street in the city.

TheAGE.com

**Iron Man 3 - in cinemas now**

Iron Man 3 is a 2013 American superhero film featuring the Marvel Comics character Iron Man, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures.

entertainmenttonight.com

**Chinese 12-year-old Ye struggles on European Tour debut**

12-year-old Ye Wocheng, endured a baptism of fire in his groundbreaking European Tour debut on Thursday, shooting a seven-over 79 in the first round of the Volvo China Open in Tianjin.

SPORThighlights

TravelSIM Team Australia Announced For ISA World Junior Surfing Championship In Nicaragua

To be held from 8-16 June at Jiquiliste Beach in Tola, the titles will attract more than 300 of the world's best junior surfers from 31 countries.

**your news now****weather**

Sydney

23° Cloudy

Today
13°-23°Tomorrow
10°-21°Wednesday
12°-24°**scores**

Sports - AFL Scores

Collingwood	98		154	St Kilda
Richmond	102		75	Geelong
Adelaide	69		110	Hawthorn
Sydney	132		88	Brisbane

Find team

Results Coming Up My Teams

photos

Flickr

See more photos in [May Day Rallies](#)**tv guide**[Full TV Guide >](#)

Friday 3rd at 7:00pm

Seven	Better Homes and...	(G) 7:00pm - 8:30pm
7TWO	Bargain Hunt	Keeping Up...
ABC1	(G) 6:30pm - 7:30pm	(PG) 7:30pm - 8:00pm
Nine	ABC News	7.30
SBS ONE	7:00pm - 7:30pm	7:30pm - 8:00pm
TEN	Nine's Live...	7:30pm - 9:30pm
	World News...	National secrets
	8:30pm - 7:28pm	7:30pm - 8:
	The Project	The Living Room
	6:30pm - 7:30pm	(PG) 7:30pm - 8:30pm

Surf - Northern Beaches > Manly

Swell

4 FT
7 SEC
SSE

Wind

7 AVE
11 GUST
NE

Tides

HIGH LOW HIGH LOW
2:21 am 9:08 am 3:22 pm 9:10 pm
1.6 m 0.4 m**surf**



News



Sunrise



Weather



Food



TV



MKR



Sport



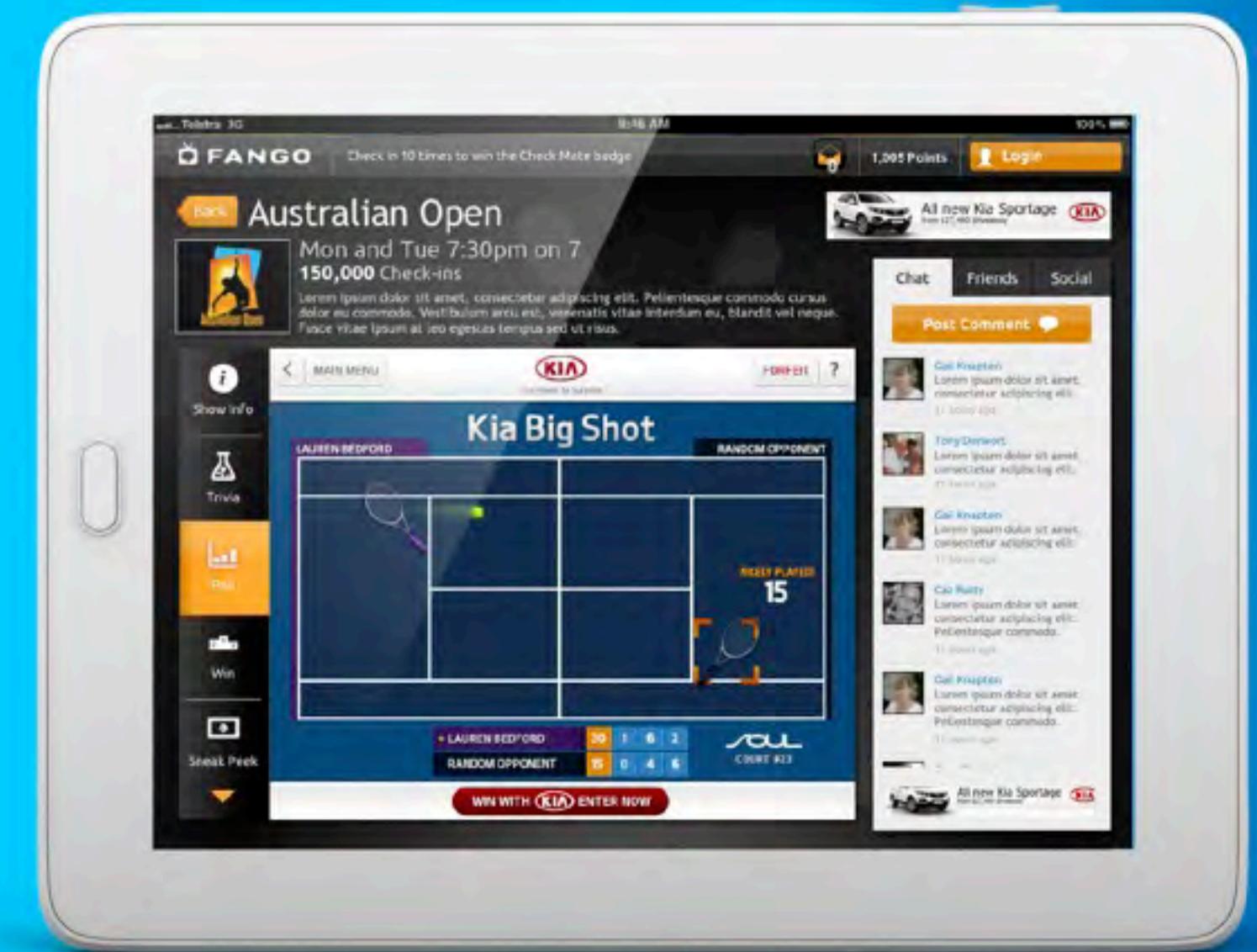
Fango



FANGO
FROM YAHOO!

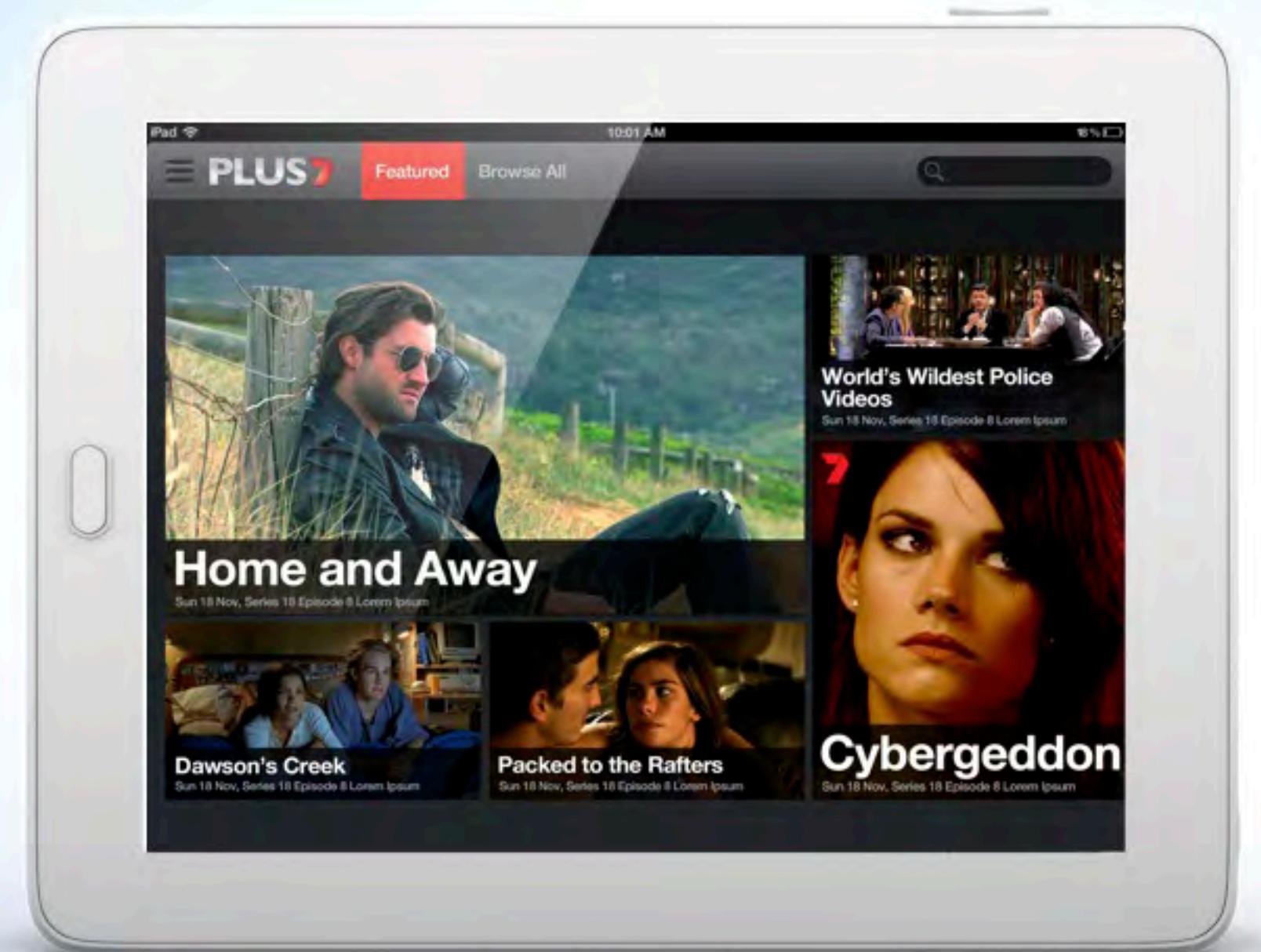
**800,000 DOWNLOADS
3.7M FACEBOOK LIKES**

**30,000 USERS PLAYED
2 HOUR AVERAGE USAGE**



australian  **open**



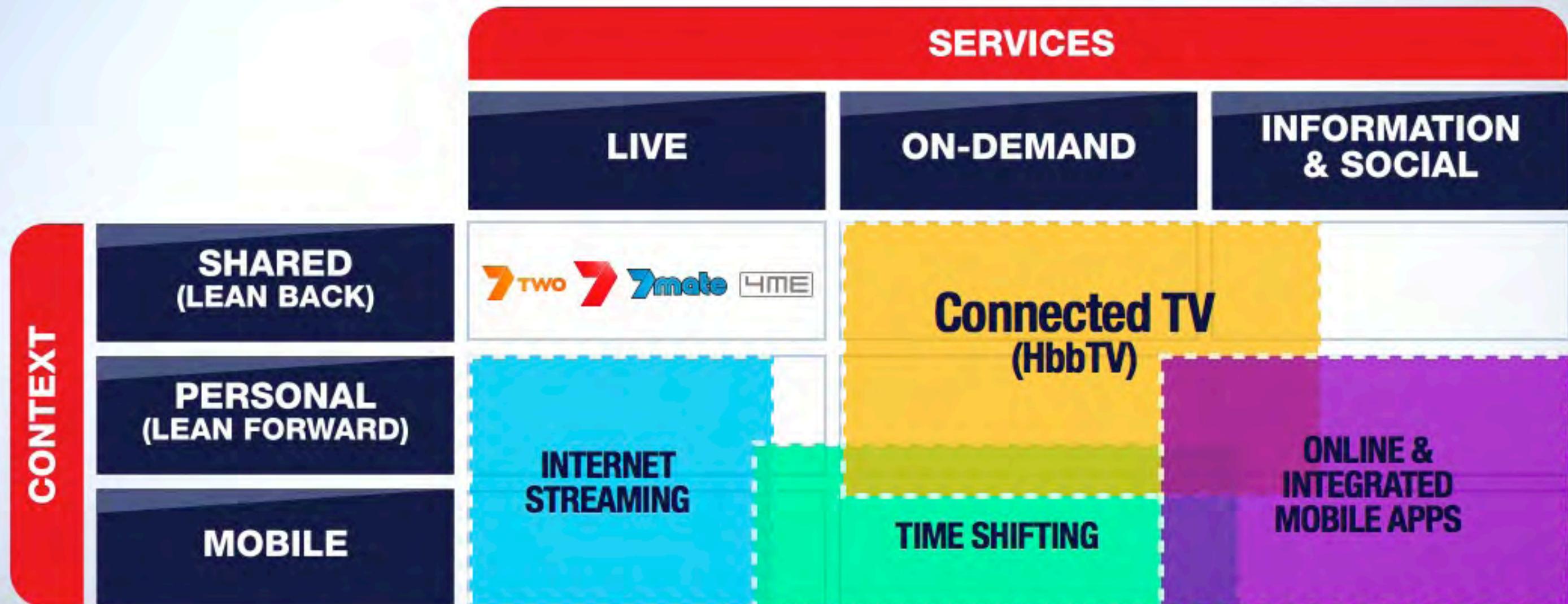




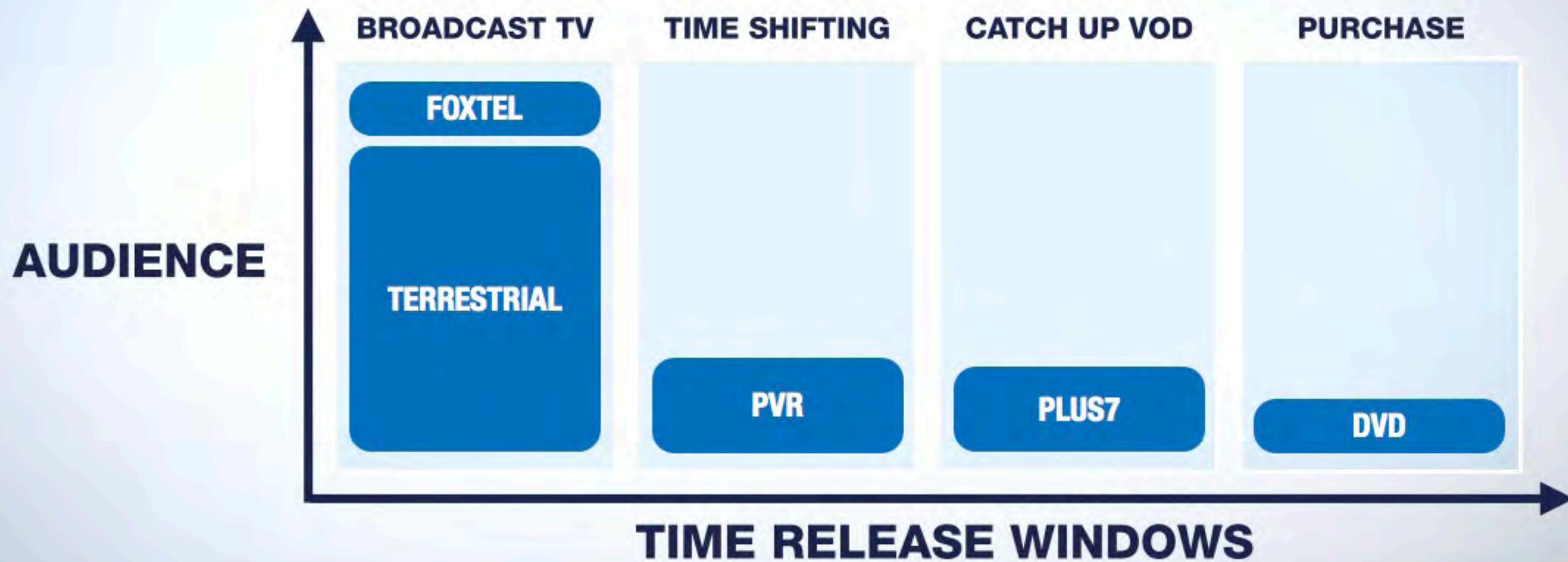
CURRENT ECOSYSTEM

		SERVICES		
		LIVE	ON-DEMAND	INFORMATION & SOCIAL
CONTEXT	SHARED (LEAN BACK)	  		
	PERSONAL (LEAN FORWARD)		PLUS7	YAHOO!7
	MOBILE		      	

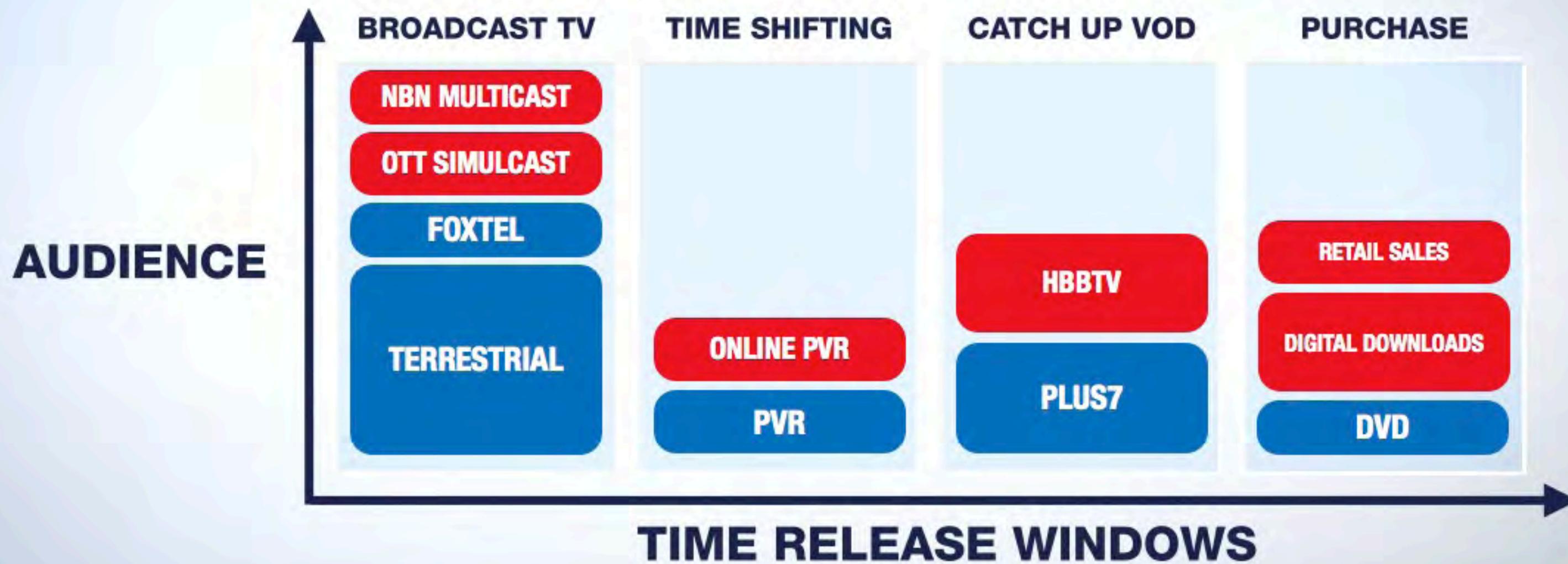
FUTURE ECOSYSTEM



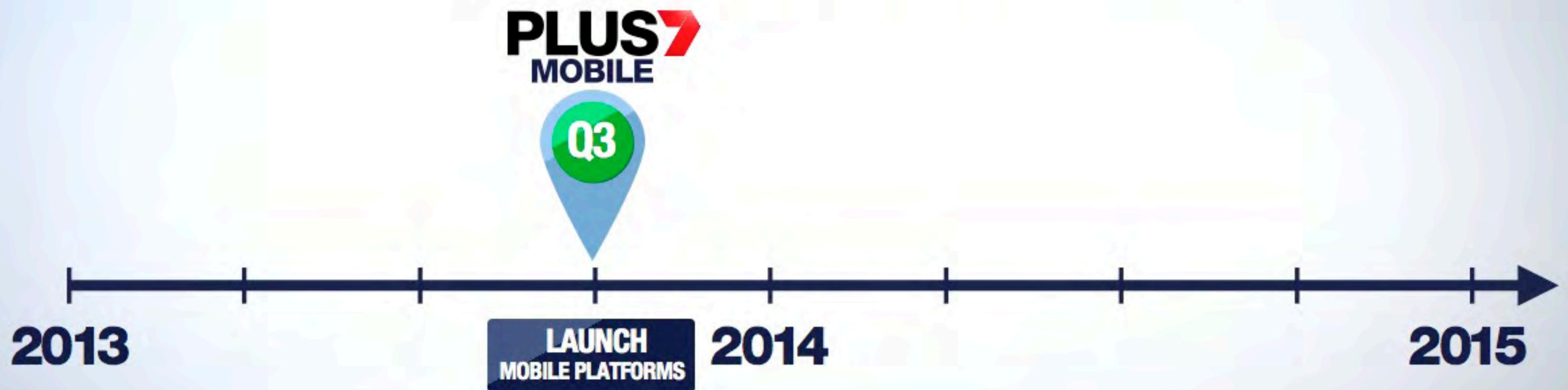
CURRENT EXPLOITATION



FUTURE EXPLOITATION



ROAD MAP



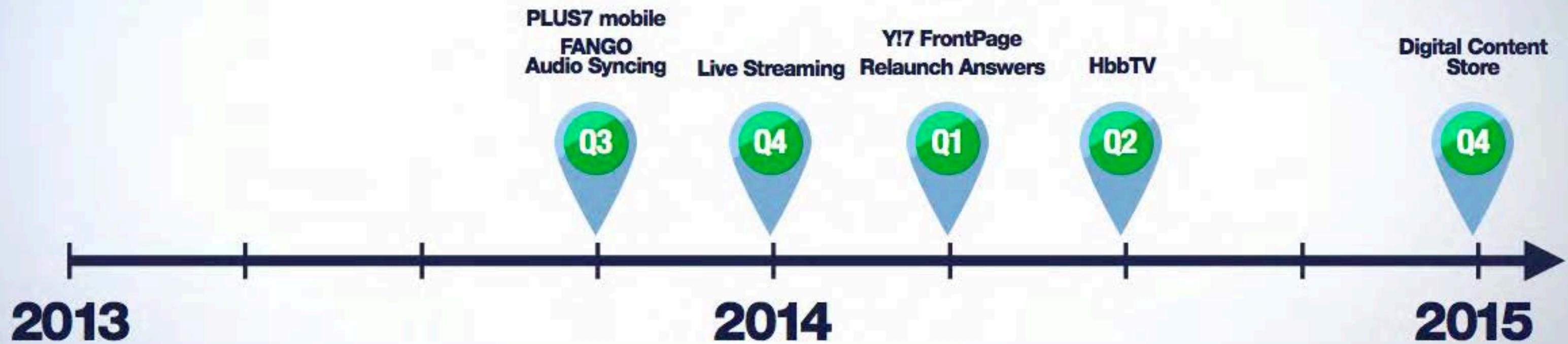
ROAD MAP



ROAD MAP



ROAD MAP



facebook

foursquare

YouTube

FANGO

friendster

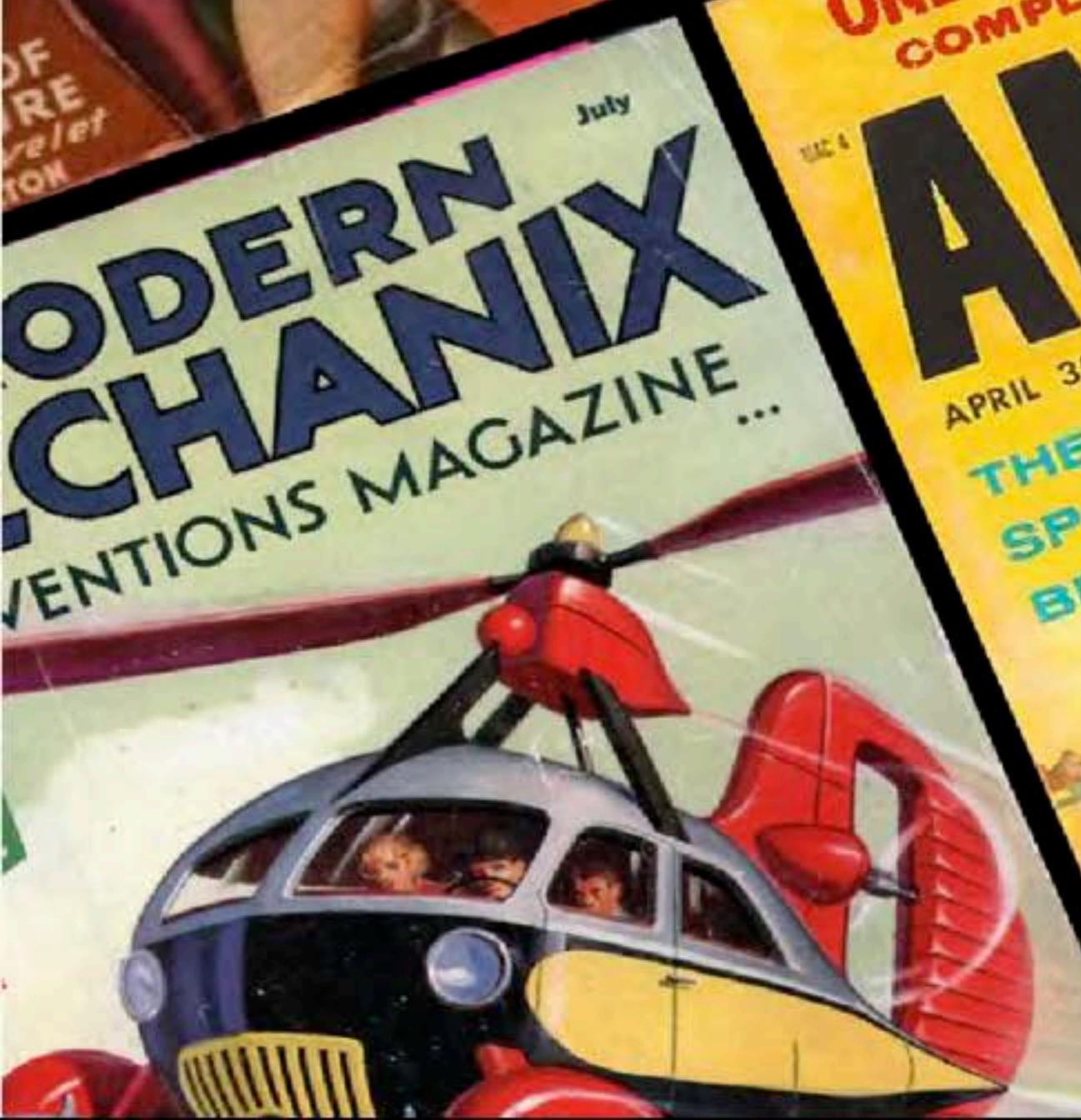


Bebo

LinkedIn

flickr

twitter













A PLACE TO CALL HOME



SEVEN WEST MEDIA

Kurt Burnette

Chief Sales & Digital Officer

Seven West Media



SEVEN WEST MEDIA

one place





AdNews

16 May 2012

Seven dominates FTA revenue

SMI | STANDARD
MEDIA
INDEX™

Record commercial share achieved by
the **Seven Network**

THE AUSTRALIAN 

Tuesday, April 16

Seven forges ahead

MARKET INNOVATION



MirriAd



BreakEngager



RED

400

TV ADS

500

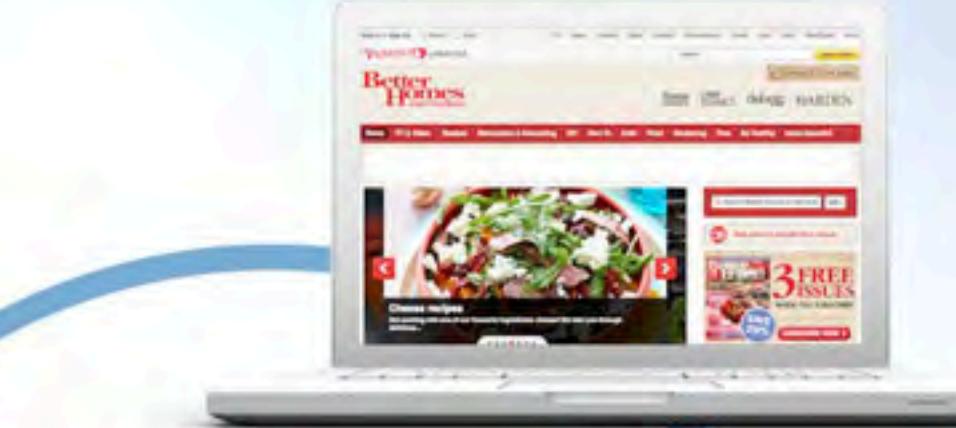
EVENTS

2,000

CO-BRANDED
INITIATIVES

2,500

IN-PROGRAM
INTEGRATIONS



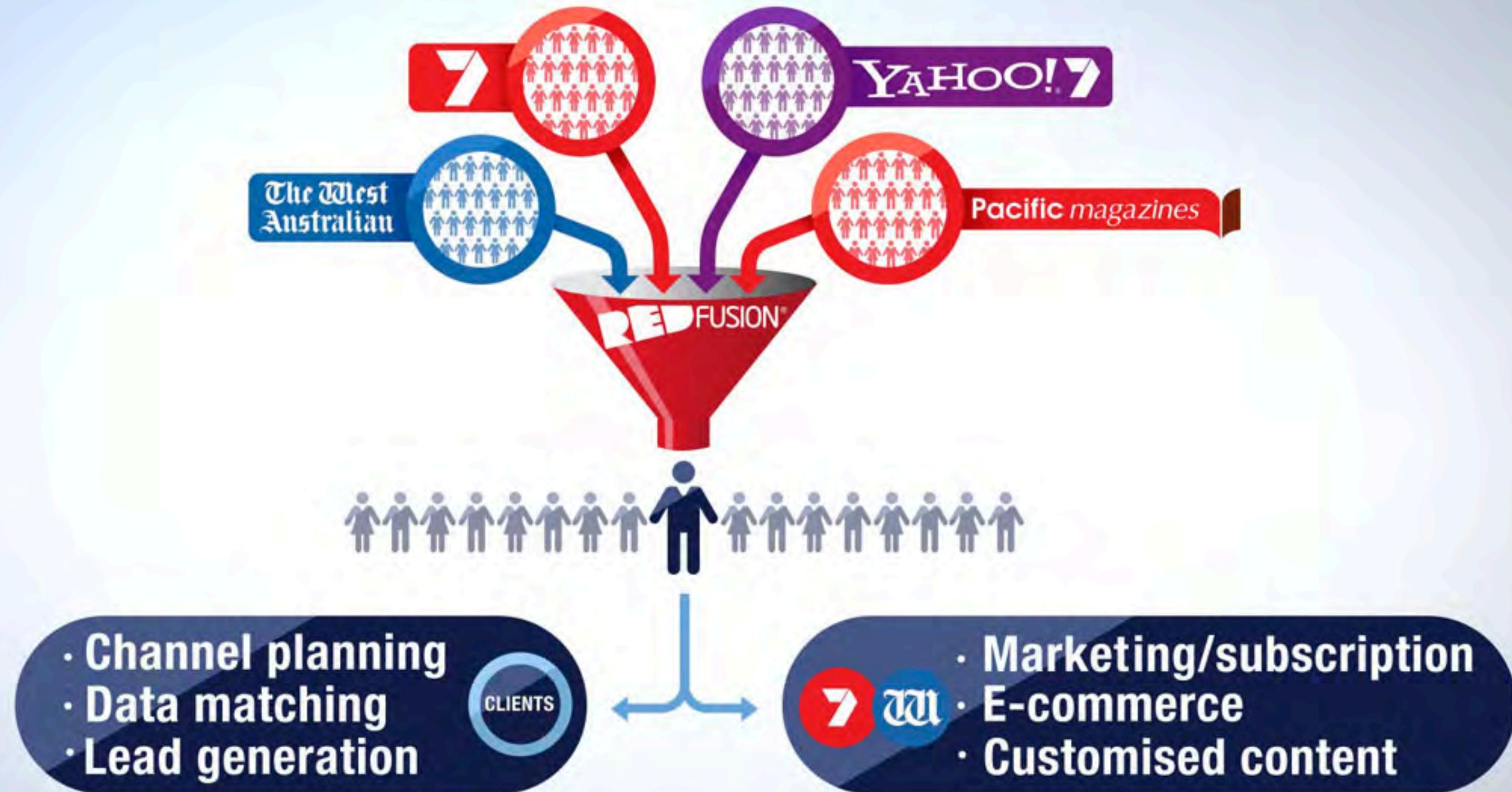


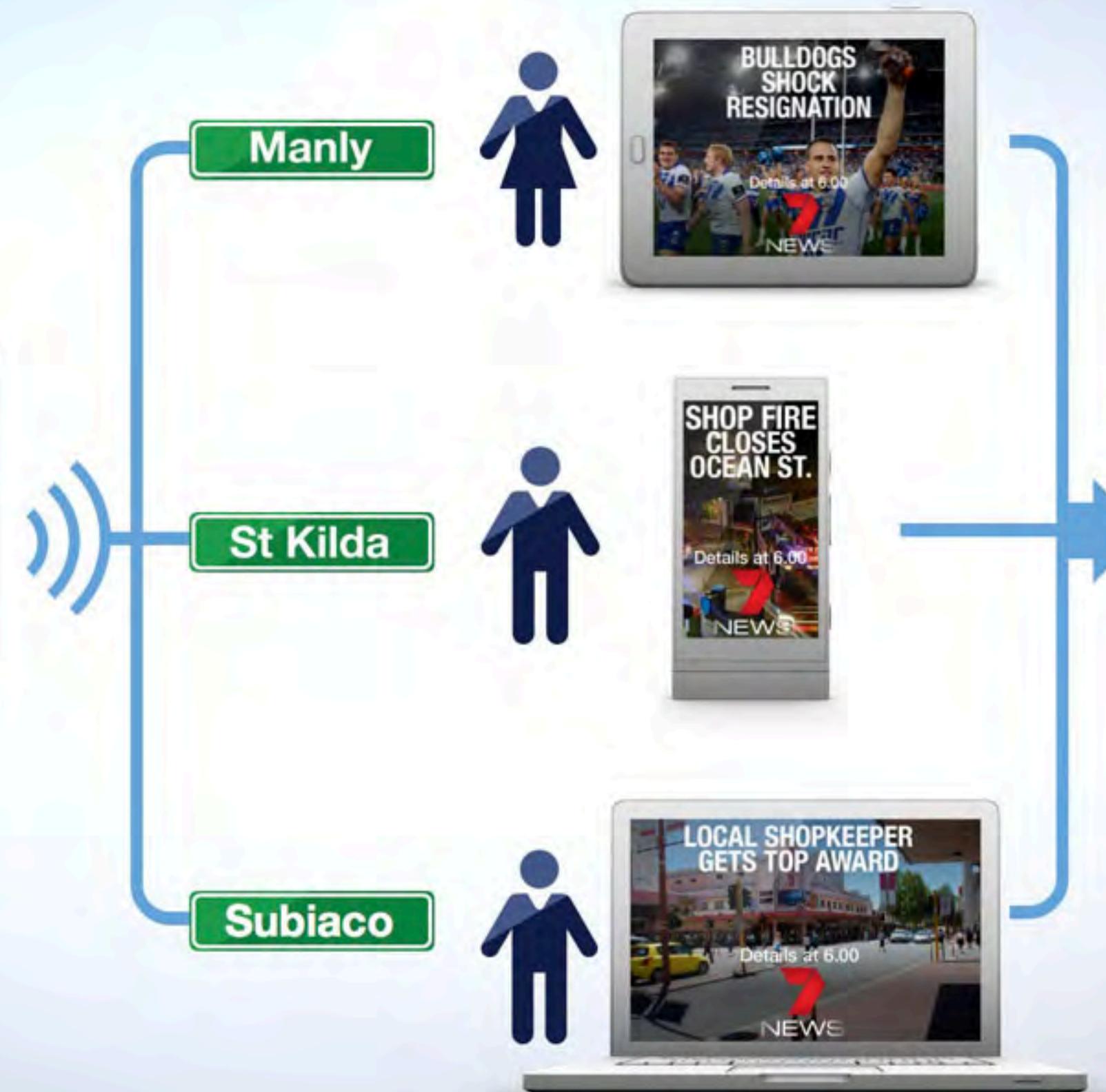
YAHOO! 7

Pacific magazines

The West
Australian

**BIG
DATA
BIG
OPPORTUNITY**





REDEFINE



one place



7 TWO

7mate



7RED

Pacific magazines

The West
Australian

YAHOO! 7

Don Voelte AO
Managing Director & Chief Executive Officer

Seven West Media



SEVEN WEST MEDIA

FY 2013:

- 1) “a few million down on last year’s net profit after tax... probably 2-4% underlying.”**
- 2) “even if advertising doesn’t alter its present trends, we believe FY 2013 was the worst of it for our Company on a net profit after tax basis.”**

FY 2014:

- 1) “we have taken more than \$100 million of costs out of the business versus the course we were just on 10 months ago, resulting in an increase in net profit after tax of more than \$75 million.”**
- 2) “organisation has identified even more opportunities for improvement.”**