



Australia's Seven Network and Beyond Productions in new venture to create new international programming.

(21 October 2013 -- Sydney, Australia) -- Australia's most-watched television broadcast television network, the Seven Network, and Beyond Productions today announced a development and marketing venture to create new programming initially for the North American marketplace.

The venture will be called 7Beyond and has established a Los Angeles office.

The new venture builds on Seven's market-leading presence in the creation of content in Australia and increasingly in international markets, and Beyond's acknowledged track record in the production of programming for the United States television market.

The content generated by the venture will be co-produced by the Seven Network's Seven Productions business and Beyond Productions, and distributed internationally by Beyond Distribution.

For nearly 30 years, Beyond Productions has been developing and producing programming for US broadcasters starting with the US version of Beyond 2000 - **Beyond Tomorrow** in 1988 through to over 200 episodes of the global smash **MythBusters**. Other long running series such as **Taboo** and **Deadly Women** have also been made for US broadcasters with a total of some 5,000 hours being produced by Beyond.

This year Seven Productions will commission, create and produce nearly 700 hours of television and is recognised as a leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including My Kitchen Rules, Border Security, House Rules, Home and Away, Packed to the Rafters and A Place to Call Home.

Brad Lyons, Director of Network Production for the Seven Network, said: "Our success in television is built on great ideas, and creating and commissioning great programmes. Our success in production and most importantly our people are driving a growth business for Seven Productions. This business is expanding dramatically. A key focus for us is taking our ideas and our content further into international markets. This strategy involves partnering with strategic alliances such as this venture with Beyond. Beyond has a fantastic team and we are looking forward to creating great new content with them."

John Luscombe, EVP and GM of Beyond Productions said: "Beyond has a great reputation for developing innovative and sustainable formats for the American marketplace. Joining forces with Australia's largest producer and leading free to air network is a great way to expand our long standing production business in the United States."

7Beyond has appointed Michael Krupat as SVP Development to oversee development and sales of projects for the venture.

Michael Krupat was most recently SVP of Development & Branded Content at Ryan Seacrest Productions. Prior to that, he created Food Network's hit cooking show *Chopped*. His Executive Producer credits include OWN's *The Customer Is Always Right* and VH1's *Dad Camp*.

About Seven:

Seven is Australia's most-watched television network in 2013. Seven is number one on primary channels and the combined audiences of additional digital multiple channels across primetime. Seven is the most-watched primary channel for total viewers in the current television year and its suite of multi-channels delivers more viewers than anyone else. 7TWO is the most-watched additional channel for total viewers and 7mate is the most-watched additional channel in its men 16-54 target audience in the current television year. Building on this performance and in a competitive television landscape in 2013, Seven has won more weeks and more primetime nights than any other network and dominates the 'most-watched series' on television. Underpinning the network's success is its depth in Australian programming, with *My Kitchen Rules*, *The X Factor* and *Dancing with the Stars* dominating primetime and the successful launch of two new major franchises for Seven: *House Rules* and the Australian drama series, *A Place To Call Home*. Sunrise continues to dominate breakfast television in its tenth consecutive year of leadership and *The Morning Show* is now in its seventh year of leadership in morning television. The Seven Network is a key part of Seven West Media, a leading, listed national multi-platform media business in Australia with a market leading presence across broadcast television, magazine and newspaper publishing with Pacific Magazines and *The West Australian*, and online through the Yahoo!7 joint venture with Yahoo! Inc.

About Beyond:

Beyond International Limited is a leading international media and content business which is listed on the Australian Stock Exchange (ASX BYI). Since its establishment in 1984 the company has produced over five thousand hours of television programs for broadcast internationally including *Mythbusters*, *Beyond Tomorrow*, *Hot Property*, *Lab Rats*, *Behind Mansion Walls*, *Selling Houses Australia* and *Toy Box*. The international distribution division markets an extensive program catalogue sourced from third party producers and internal production. This business is headquartered in Dublin, with sales offices in London and Sydney. The Home Entertainment division, established in 2005, focuses on digital and DVD distribution and is the second largest independent distributor of audiovisual home entertainment product in Australia and New Zealand. Established in 2012, BeyondD the digital marketing division, consists of Digital Marketing Services, Digital Media Sales, and Digital Assets including websites, marketing databases and bespoke technology.