



Australia's Olympic Network

Seven to enable fans to sync their calendars to Olympic Games events: powered by CalReply

27 July 2016 – With the Rio 2016 Olympic Games set to begin, Seven has partnered with CalReply to deliver a ground-breaking innovative service whereby all audiences can synchronize their digital calendars to the Australian Olympic schedule and receive reminders in their native calendars minutes before important live Rio events begin.

Staying on top of all the Olympic Games schedule can be a challenge. By syncing your calendar to the “Olympics on 7” calendar, users will have key events added directly into their mobile and desktop calendars so they can be reminded when events air on live television. With prime time events taking place across mornings Australian time, CalReply calendar reminders will play an essential part in driving audiences to view key events.

The calendar events have been curated by Seven’s Olympic editorial team to ensure Australian fans receive notifications for the events that matter, including:

- Opening and closing ceremonies
- Australian Gold Medal hopeful events
- Australian team events such as Hockey, Rugby, Basketball, Rowing and Swimming and Cycling
- Popular events such as major Track and Field events, Men’s and Women’s Basketball, 100m Sprint, Cycling and more

To subscribe to the Olympics on 7 calendar, visit <https://www.seven.com.au/rioreminders> and click “Add to My Calendar”. Each calendar event reminder contains a short synopsis of the event, world record and Olympic record statistics. Your calendar will automatically be updated if last minute schedule changes occur.



In addition to the calendar offering, for the first time ever, Seven will be streaming all free-to-air events via the New Olympics on 7 app and via www.seven.com.au/olympics. Each calendar reminder will contain a link to stream the event live from your mobile device or desktop computer.

“The CalReply platform is a breakthrough for sporting events such as the Rio 2016 Olympic Games. With over 3,000 hours of live programming and 190 countries participating, having key events for your country in your calendar is extremely convenient, and better yet, being able to stream the events in a single click from within your calendar, on any mobile device is the ultimate user experience for any sports fan” said Brad Lindenberg, CEO of CalReply.

Clive Dickens, Seven’s Chief Digital Officer, said: “Our Olympics on 7 strategy aims to ensure all our Rio live coverage is truly unmissable by turning every connected screen into a television. Our new partnership with CalReply is a significant digital development for us and we are delighted to be working with them.”

Commenting, Kurt Burnette, Seven’s Event Director, Olympic Games and Commonwealth Games, and Chief Revenue Officer, said: “Our vision is for these to be the truly unmissable Olympic Games. The calendar alert is a simple and effective tool to help consumers never miss their favourite event no matter where they are. Our partnership with CalReply allows for the delivery of a simple real-time reminder to watch Olympic events wherever you are. Australians are the winners.”

About CalReply

CalReply is the world leader in calendar marketing. CalReply powers calendaring solutions for the world’s leading organizations in sport, entertainment and television including World Rugby, NFL, NASCAR, UFC, ESPN, Fox Sports, FOX, BT Sport, Formula 1 and more. The platform utilizes the native mobile calendar to drive real-time awareness by notifying user’s minutes before a sport, show or event is about to begin. CalReply has offices in Sydney Australia and New York City.

The Olympic Games on Seven

Seven is set to deliver the most technologically advanced coverage of any event to all Australians with its all-encompassing coverage of the Olympic Games in Rio. The Olympic Games in Rio are the first Games for Seven as part of an historic, long-term agreement for all-encompassing coverage of the Olympic Games over the coming decade. Seven’s agreement with the International Olympic Committee delivers free broadcast television and premium television rights, and expands beyond television to Seven’s online and mobile, and other platforms, including social.. Seven has also secured radio broadcasting rights.

Under the unprecedented new agreement, Seven will broadcast the Games of the XXXI Olympiad in Rio de Janeiro in 2016, the XXIII Olympic Winter Games in PyeongChang in 2018 and the Games of the XXXII Olympiad in Tokyo in 2020. Underlining this new partnership is an option which, if exercised, extends the rights to include the XXIV Olympic Winter Games in 2022 and the XXXIII Olympic Games in 2024.

Seven will create and deliver the most comprehensive, technologically advanced, multi-platform coverage of the Olympic Games to all Australians. We are ready. The Olympic Games will be a remarkable platform for Seven as we continue to move forward as a media company, developing new content and building new businesses which will drive our future as Australia's leading integrated media and communications business.

About Seven

Seven is Australia's most-watched broadcast television platform. Seven – with Seven, 7TWO, 7mate and 7flix - continues to lead in primetime, building on its market-leading performance over the past ten years. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, Seven has also secured a major presence in subscription video on demand through its Presto joint venture with Foxtel.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, West Australian Newspapers and Yahoo!7, and the biggest content brands including My Kitchen Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto, the West Australian, Presto and PLUS7.