



Tuesday, 1 July 2025

Completion of Southern Cross Media Group television assets acquisition

Seven West Media (ASX: SWM) today announced that it has completed the acquisition from Southern Cross Media Group Limited (ASX: SXL) of the television licences and associated assets operating in Tasmania, Darwin, Spencer Gulf, Broken Hill, Mt Isa and Remote, Central and Eastern Australia.

Following the acquisition, SWM becomes the largest regional commercial television broadcaster in Australia, and provides continuity for these regional communities to connect with our leading news, sport and entertainment content on Seven and 7plus.

Based on the transaction consideration of \$3.75 million, the acquisition will be immediately earnings accretive in FY26.

SWM Managing Director and Chief Executive Officer, Jeff Howard, said: “SWM is pleased to have completed this small but strategically important acquisition that solidifies our position as Australia’s leading regional commercial television broadcaster.

“Our ongoing commitment is to ensure that our regional communities can access our local and national news bulletins, our compelling sport lineup including AFL, Test and BBL cricket, and our premium entertainment programming.”

SWM will release its financial results for the year ended 30 June 2025 on Tuesday 12 August 2025. Details of the results briefing will be provided in due course.

This release has been authorised to be given to the ASX by the Board of SWM.

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About Seven West Media

Seven West Media (ASX: SWM) is one of Australia's most prominent media companies, reaching more than 19 million people a month with a market-leading presence in content production across broadcast television, publishing and digital.

The company owns some of Australia's most renowned media businesses, including the Seven Network and its affiliate channels 7two, 7mate, 7flix and 7Bravo; the digital platform [7plus](#); [7NEWS.com.au](#); *The West Australian*; *The Sunday Times*; [PerthNow](#); [The Nightly](#); and [Streamer](#).

The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS**, **7NEWS Spotlight**, **Sunrise**, **The Morning Show**, **The Voice**, **Home and Away**, **Australian Idol**, **My Kitchen Rules**, **SAS Australia**, **Farmer Wants A Wife**, **The Chase Australia**, **Better Homes and Gardens**, **RFDS**, **The 1% Club** and the **TV WEEK Logie Awards**. Seven Network is also the broadcast partner of the AFL, Cricket Australia and Supercars.

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