18 February 2014

Company Announcements Office
Australian Securities Exchange Limited
20 Bridge Street
SYDNEY NSW 2000

By electronic lodgment

Total Pages: 28 (including cover letter)

Dear Sir / Madam

HALF-YEAR FINANCIAL REPORT

In accordance with the Listing Rules, following are the Half-Year Report Appendix 4D and the Half-Year Financial Report at 28 December 2013.

Yours faithfully

Warren Coatsworth
Company Secretary

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Seven West Media Limited
Appendix 4D
Half Year Report
for the half year ended 28 December 2013

Results for announcement to the market

	Dec 2013 $'000	Dec 2012 $'000	Movement
Reported			
Revenue	**966,262**	977,901	-1.2%
Profit (loss) from ordinary activities after tax attributable to members	**150,114**	(109,339)	237.3%
Net profit (loss) for the period attributable to members	**150,114**	(109,339)	237.3%
Additional information			
Significant items before tax (refer note 5)	**-**	(260,725)	
Profit before tax excluding significant items (refer note 2)	**210,033**	204,038	2.9%
Profit after tax excluding significant items net of tax (refer note 16)	**150,114**	142,251	5.5%

The current reporting period relates to the period from 30 June 2013 to 28 December 2013 and the previous reporting period relates to the period from 1 July 2012 to 29 December 2012.

Dividends	Amount per security	Franked amount per security
Final dividend 2013 (paid during current reporting period)	6 cents	6 cents
Interim dividend 2014 (not yet paid)	6 cents	6 cents

The record date for determining entitlements to the interim 2014 dividend is 14/3/2014 and the payment date is 1/4/2014. The interim dividend for 2014 has not been recognised as a liability at half year end. Refer note 10 for additional information on dividends.

Consolidated Statement of Profit or Loss and Other Comprehensive Income

For the half year ended 28 December 2013

	Notes	**Dec 2013 $'000**	Dec 2012 $'000
Revenue	3	**966,262**	977,901
Other income	3	**34**	130
Revenue and other income		**966,296**	978,031
Expenses	3	**(725,486)**	(732,304)
Share of net profit of equity accounted investees	7	**9,517**	8,296
Impairment of intangible assets	5	**-**	(195,228)
Impairment of equity accounted investees	5	**-**	(60,203)
Profit (loss) before net finance costs and tax		**250,327**	(1,408)
Net finance costs	4	**(40,294)**	(55,279)
Profit (loss) before tax		**210,033**	(56,687)
Tax expense	6	**(59,919)**	(52,652)
Profit (loss) for the half year		**150,114**	(109,339)
Other comprehensive income (expense)			
Items that may be reclassified subsequently to profit or loss:			
Effective portion of changes in fair value of cash flow hedges		**1,558**	(3,636)
Tax relating to items that may be reclassified subsequently to profit or loss		**(467)**	1,090
Other comprehensive income (expense) for the half year, net of tax		**1,091**	(2,546)
Total comprehensive income (expense) for the half year attributable to owners of the Company		**151,205**	(111,885)
Earnings per share for profit (loss) attributable to the ordinary equity holders of the Company			
Basic earnings per share	16	**15.0 cents**	-11.4 cents
Diluted earnings per share	16	**13.2 cents**	-9.5 cents

Consolidated Statement of Financial Position

As at 28 December 2013

	Notes	Dec 2013 $'000	Jun 2013 $'000
ASSETS			
Current assets			
Cash and cash equivalents		**358,086**	257,316
Trade and other receivables		**266,638**	278,105
Program rights and inventories		**144,621**	117,508
Other assets		**5,486**	5,105
Total current assets		**774,831**	658,034
Non-current assets			
Equity accounted investees	7	**311,695**	304,394
Other investments		**777**	777
Property, plant and equipment		**230,731**	241,357
Intangible assets	8	**3,631,535**	3,632,015
Deferred tax assets		**10,878**	26,270
Other assets		**3,264**	3,191
Total non-current assets		**4,188,880**	4,208,004
Total assets		**4,963,711**	4,866,038
LIABILITIES			
Current liabilities			
Trade and other payables		**313,428**	321,875
Provisions		**65,222**	76,838
Deferred income		**20,132**	20,044
Current tax liabilities		**23,767**	25,308
Total current liabilities		**422,549**	444,065
Non-current liabilities			
Trade and other payables		**56,484**	35,937
Borrowings	11	**1,499,863**	1,498,106
Provisions		**14,502**	16,513
Deferred income		**14,585**	7,539
Total non-current liabilities		**1,585,434**	1,558,095
Total liabilities		**2,007,983**	2,002,160
Net assets		**2,955,728**	2,863,878
EQUITY			
Share capital	9	**3,090,467**	3,090,405
Reserves		**(3,697)**	(5,263)
Accumulated deficit		**(131,042)**	(221,264)
Total equity		**2,955,728**	2,863,878

Consolidated Statement of Changes in Equity

For the half year ended 28 December 2013

	Notes	Share capital $'000	Cash flow hedge reserve $'000	Equity compensation reserve $'000	Reserve for own shares $'000	Accumulated deficit $'000	Total equity $'000
Balance at 30 June 2012		**2,656,017**	**(4,392)**	**799**	**(1,300)**	**(31,731)**	**2,619,393**
Loss for the half year		-	-	-	-	(109,339)	(109,339)
Cash flow hedge losses taken to equity		-	(3,636)	-	-	-	(3,636)
Tax on other comprehensive expense		-	1,090	-	-	-	1,090
Other comprehensive expense for the half year, net of tax		-	(2,546)	-	-	-	(2,546)
Total comprehensive expense for the half year		-	(2,546)	-	-	(109,339)	(111,885)
Transactions with owners in their capacity as owners							
Shares issued pursuant to 1-for-2 entitlement offer	9	439,633	-	-	-	-	439,633
Shares issued pursuant to executive and employee share plans	9	6	-	-	-	-	6
Transaction costs arising on share issues	9	(7,403)	-	-	-	-	(7,403)
Deferred tax recognised directly in equity	9	2,221	-	-	-	-	2,221
Payments made for own shares		-	-	-	(217)	-	(217)
Dividends paid	10	-	-	-	-	(59,887)	(59,887)
Share based payment expense		-	-	140	-	-	140
Total transactions with owners		434,457	-	140	(217)	(59,887)	374,493
Balance at 29 December 2012		**3,090,474**	**(6,938)**	**939**	**(1,517)**	**(200,957)**	**2,882,001**
Balance at 29 June 2013		**3,090,405**	**(5,680)**	**1,934**	**(1,517)**	**(221,264)**	**2,863,878**
Profit for the half year		-	-	-	-	150,114	150,114
Cash flow hedge gains taken to equity		-	1,558	-	-	-	1,558
Tax on other comprehensive income		-	(467)	-	-	-	(467)
Other comprehensive income for the half year, net of tax		-	1,091	-	-	-	1,091
Total comprehensive income for the half year		-	1,091	-	-	150,114	151,205
Transactions with owners in their capacity as owners							
Shares issued pursuant to executive and employee share plans	9	62	-	-	-	-	62
Dividends paid	10	-	-	-	-	(59,892)	(59,892)
Share based payment expense		-	-	475	-	-	475
Total transactions with owners		62	-	475	-	(59,892)	(59,355)
Balance at 28 December 2013		**3,090,467**	**(4,589)**	**2,409**	**(1,517)**	**(131,042)**	**2,955,728**

Consolidated Statement of Cash Flows

For the half year ended 28 December 2013

	Notes	**Dec 2013 $'000**	Dec 2012 $'000
Cash flows related to operating activities			
Receipts from customers		**1,083,913**	1,130,081
Payments to suppliers and employees		**(829,628)**	(793,882)
Dividends received from equity accounted investees	7	**2,016**	1,901
Interest and other items of similar nature received		**4,196**	4,850
Interest and other costs of finance paid		**(39,901)**	(55,172)
Income taxes paid		**(46,497)**	(47,537)
Net operating cash flows		**174,099**	240,241
Cash flows related to investing activities			
Payments for purchases of property, plant and equipment		**(10,003)**	(10,882)
Proceeds from sale of property, plant and equipment		**146**	202
Payments for software	8	**(3,821)**	(2,825)
Payments for equity accounted investees		**-**	(150)
Cash acquired on acquisition of controlled entity		**297**	-
Loans issued		**(118)**	(326)
Net investing cash flows		**(13,499)**	(13,981)
Cash flows related to financing activities			
Proceeds from shares issued pursuant to 1-for-2 entitlement offer	9	**-**	439,633
Proceeds from shares issued pursuant to executive and employee share plans	9	**62**	6
Payments made for own shares		**-**	(217)
Payments for transaction costs arising on share issues	9	**-**	(7,403)
Repayment of borrowings		**-**	(441,518)
Dividends paid	10	**(59,892)**	(59,887)
Net financing cash flows		**(59,830)**	(69,386)
Net increase in cash and cash equivalents		**100,770**	156,874
Cash and cash equivalents at the beginning of the half year		**257,316**	75,052
Cash and cash equivalents at the end of the half year	12	**358,086**	231,926

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

This half year financial report is for the Group consisting of Seven West Media Limited (the "Company" or "Parent Entity") and its subsidiaries. The half year financial report is a general purpose financial report and is to be read in conjunction with the annual report for the year ended 29 June 2013 and any public announcements made by Seven West Media Limited during the interim reporting period in accordance with the continuous disclosure requirements of the Corporations Act 2001.

Basis of preparation

This half year report is for the reporting period ended 28 December 2013 and has been prepared in accordance with Accounting Standard AASB 134 Interim Financial Reporting, the Corporations Act 2001 and with IAS 34 Interim Financial Reporting.

It does not include all notes of the type normally included within the annual financial report and therefore cannot be expected to provide as full an understanding of the financial performance, financial position and financing and investing activities of the Group as the full financial report.

The accounting policies and methods of computation adopted in the half year report are consistent with those applied by the Group in the consolidated financial statements for the year ended 29 June 2013.

This half year report has been prepared on the basis of historical cost except for derivative financial instruments which are stated at their fair value.

Use of estimates and judgements

The preparation of the half year financial report requires the use of certain accounting estimates and assumptions. It also requires management to exercise its judgement in the process of applying the Group's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the half year report, are disclosed below.

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Group and that are believed to be reasonable under the circumstances.

The Group makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets within the remainder of this financial year are discussed below.

Recoverable amounts of intangible assets

The Group tests annually whether goodwill and intangibles with indefinite useful lives have suffered any impairment in accordance with the Group accounting policy. In addition, the Group also tests intangible assets for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. The recoverable amounts of cash-generating units have been determined based on value in use calculations and fair value less costs to sell. These calculations require the use of assumptions. Refer note 8 for details of these assumptions.

Other assets

The Group also tests other assets for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable.

Comparatives

Comparative information is reclassified where appropriate to enhance comparability.

Significant accounting policies

Except as described below, the accounting policies adopted in the half year report are consistent with those applied by the Group in the consolidated financial statements for the year ended 29 June 2013.

The Group has adopted the following new standards and amendments to standards for the first time in the current reporting period.

AASB 10 Consolidated Financial Statements (i)
AASB 11 Joint Arrangements (ii)
AASB 13 Fair Value Measurement (iii)
Revised AASB 119 Employee Benefits (iv)

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

(i) **AASB 10 Consolidated Financial Statements**

AASB 10 establishes a single consolidation model based on control that applies to all entities, irrespective of the nature of the investee. The new control model broadens the situations when an entity is considered to be controlled by another entity.

Under AASB 10, control is based on whether an investor has (a) power over the investee, (b) exposure, or rights, to variable returns from its involvement with the investee, and (c) the ability to use its power over the investee to affect the amount of the returns.

All three of these must be met for an entity to have control over an investee.

The Group assessed the impact of the new definition on all of its investees. All of its controlled entities meet the revised definition of control and continue to be consolidated in the Group's financial statements. The Group's joint ventures have also been assessed against the revised definition and continue to be equity accounted.

AASB 10 has not had any impact on amounts recognised in the Group's financial statements.

(ii) **AASB 11 Joint Arrangements**

AASB 11 introduces a principles based approach to accounting for joint arrangements and removes the option to account for jointly controlled entities using proportionate consolidation. The focus is no longer on the legal structure of joint arrangements, and although this is still an important consideration, the focus is on the nature of the rights and obligations arising from the arrangement. Based on the assessment of rights and obligations, a joint arrangement will be classified as either a joint operation or a joint venture.

A "Joint operation" gives the venturers a right to the underlying assets and obligations for the liabilities relating to the arrangement. It is accounted for by recognising their share of those assets and obligations (proportional consolidation).

A "Joint venture" gives the venturers a right to the net assets of the joint arrangement. It is accounted for using the equity method.

Under AASB 11's new guidelines, the Group's investments in jointly controlled entities are classified as joint ventures. As the Group already applies the equity method in accounting for these investments, AASB 11 has not had any impact on amounts recognised in the Group's financial statements.

(iii) **AASB 13 Fair Value Measurement**

AASB 13 establishes a single source of guidance for determining the fair value of assets and liabilities. It defines fair value, provides guidance on how to determine fair value and requires disclosures about fair value measurements. Application of this definition may result in different fair values being determined for the relevant assets. However, AASB 13 does not change the requirements regarding which items should be measured or disclosed at fair value.

AASB 13 expands the disclosure requirements for all assets or liabilities carried at fair value. This includes information about the assumptions made and the qualitative impact of those assumptions on the fair value determined.

AASB 13's new requirements have not had any effect on amounts recognised in the Group's half year financial statements. Additional disclosures have been included in note 13.

(iv) **Revised AASB 119 Employee Benefits**

The main amendment to AASB 119 is the change in accounting for defined benefit plans. Liabilities arising from such plans are required to be recognised in full with actuarial gains and losses being recognised in other comprehensive income. The method of calculating the return on plan assets has also been revised. The Group does not have a defined benefit plan and is therefore not affected by these changes.

The revised standard also changes the distinction between short-term and other long-term employee benefits which is now based on whether the benefits are expected to be settled wholly within 12 months after the reporting date rather than "due to be settled" within 12 months.

The change in definition has not had a material impact on the amounts recognised in the Group's financial statements.

2. SEGMENT INFORMATION

Description of segments

The chief operating decision makers consider the business from both a product and a geographical perspective and have identified the following reportable segments:

- Television (operation of commercial television stations).
- Newspapers (The West Australian newspaper and insert magazines and The Countryman and other newspapers published in regional areas of Western Australia).
- Magazines (publisher of magazines).
- Other includes Quokka (a weekly classified advertising publication), Radio (radio stations broadcasting in regional areas of Western Australia), ColourPress (commercial printing operation), digital publishing, West Australian Publishers, equity accounted investees including Yahoo!7 and Community Newspapers, corporate costs and other minor operating segments.

Information about reportable segments (i), (ii)

	Television	Newspapers	Magazines	Other	Total
Half year ended 28 December 2013	$'000	$'000	$'000	$'000	$'000
Total segment revenue	683,674	139,396	123,816	29,259	976,145
Inter-segment revenue	-	-	-	(9,883)	(9,883)
Revenue from continuing operations	**683,674**	**139,396**	**123,816**	**19,376**	**966,262**
Other income	5	29	-	-	34
Share of net profit of equity accounted investees	-	-	-	9,517	9,517
Revenue, other income and share of equity accounted profits	683,679	139,425	123,816	28,893	975,813
Profit before significant items, net finance costs, tax, depreciation and amortisation	202,534	49,378	15,270	8,184	275,366
Depreciation and amortisation (iii)	(12,090)	(10,581)	(1,952)	(416)	(25,039)
Profit before significant items, net finance costs and tax	**190,444**	**38,797**	**13,318**	**7,768**	**250,327**
Half year ended 29 December 2012					
Total segment revenue	666,096	157,889	133,615	30,944	988,544
Inter-segment revenue	-	-	-	(10,643)	(10,643)
Revenue from continuing operations	**666,096**	**157,889**	**133,615**	**20,301**	**977,901**
Other income	27	103	-	-	130
Share of net profit of equity accounted investees	-	-	-	8,296	8,296
Revenue, other income and share of equity accounted profits	666,123	157,992	133,615	28,597	986,327
Profit before significant items, net finance costs, tax, depreciation and amortisation	200,731	58,980	20,894	8,056	288,661
Depreciation and amortisation (iii)	(14,352)	(10,275)	(4,274)	(443)	(29,344)
Profit before significant items, net finance costs and tax	**186,379**	**48,705**	**16,620**	**7,613**	**259,317**

(i) Revenue from external sales is predominantly to customers in Australia and total segment assets are predominantly held in Australia.
(ii) Total assets and liabilities by segment are not regularly provided to the chief operating decision makers and as such, are not required to be disclosed.
(iii) Excludes program rights amortisation which is treated consistently with other media content (refer note 3).

The chief operating decision makers assess the performance of the operating segments based on a measure of earnings before net finance costs and tax. This measurement basis excludes the effects of significant items from the operating segments.

2. SEGMENT INFORMATION (CONTINUED)

	Notes	Dec 2013 $'000	Dec 2012 $'000
Reconciliation of profit before significant items, net finance costs and tax			
Profit before significant items, net finance costs and tax		**250,327**	259,317
Finance income	4	**5,312**	6,532
Finance costs	4	**(45,606)**	(61,811)
Profit before tax excluding significant items		**210,033**	204,038
Significant items	5	**-**	(260,725)
Profit (loss) before tax		**210,033**	(56,687)

3. REVENUE AND EXPENSES

	Notes	Dec 2013 $'000	Dec 2012 $'000
Sales revenue			
Advertising revenue		**756,457**	759,989
Circulation revenue		**112,541**	121,708
Rendering of services		**12,270**	12,453
Other revenue		**84,994**	83,751
Total revenue		**966,262**	977,901
Other income			
Net gain on disposal of property, plant and equipment and computer software		**34**	130
Expenses			
Depreciation and amortisation (excluding program rights amortisation)		**25,039**	29,344
Advertising & marketing expenses		**29,624**	29,938
Printing, selling & distribution (including newsprint and paper)		**62,471**	68,015
Media content (including program rights amortisation)		**294,462**	279,927
Employee benefits expense (excluding significant items)		**200,055**	205,650
Raw materials and consumables used (excluding newsprint and paper)		**4,450**	4,971
Repairs and maintenance		**7,488**	7,317
Licence fees (excluding significant items)		**38,246**	37,456
Redundancy and restructure costs (significant item)	5	**-**	5,294
Other expenses from ordinary activities		**63,651**	64,392
Total expenses		**725,486**	732,304
Depreciation and amortisation			
Property, plant and equipment		**20,597**	18,180
Intangible assets		**4,442**	11,164
Depreciation and amortisation per expenses itemised above		**25,039**	29,344
Television program rights amortisation		**58,154**	55,586
Total depreciation and amortisation		**83,193**	84,930

4. NET FINANCE COSTS

	Dec 2013 $'000	Dec 2012 $'000
Finance costs	**(45,606)**	(61,811)
Finance income	**4,333**	4,766
Ineffective portion of changes in fair value of cash flow hedges	**979**	1,766
Total finance income	**5,312**	6,532
Net finance costs	**(40,294)**	(55,279)

5. SIGNIFICANT ITEMS

	Dec 2013 $'000	Dec 2012 $'000
Profit (loss) before tax expense includes the following specific expenses for which disclosure is relevant in explaining the financial performance of the Group:		
Impairment of Magazine mastheads, licences and goodwill (i)	**-**	(195,228)
Impairment of equity accounted investees (ii)	**-**	(60,203)
Impairment of intangible assets and equity accounted investees	**-**	(255,431)
Redundancy and restructure costs (iii)	**-**	(5,294)
Total significant items before tax	**-**	(260,725)
Tax benefit	**-**	9,135
Significant items net of tax	**-**	(251,590)

(i) Impairment losses on Magazine intangible assets were recognised during the previous corresponding half year following assessments of their recoverable amounts. The impairments largely reflected the continuing subdued nature of the advertising market and structural challenges facing the publishing industry. The total impairment comprised amounts of $51,107,000 for mastheads, $18,793,000 for licences and $125,328,000 for goodwill. Refer note 8 for additional information on intangible assets.

(ii) An impairment loss on SWM's investment in Yahoo!7 was recognised during the previous corresponding half year following an assessment of its recoverable amount. The impairment largely reflected the deterioration in the results of Spreets, its group buying business.

(iii) The redundancy and restructure costs recognised in the previous corresponding half year relate to the cost reduction programs addressing efficiencies in operating procedures and processes across the Group.

6. TAX EXPENSE

Reconciliation of tax expense to prima facie tax payable

Profit (loss) before tax	**210,033**	(56,687)
Tax at the Australian tax rate of 30% (2012: 30%)	**(63,010)**	17,006
Tax effect of amounts which are not (deductible) taxable in calculating taxable income:		
Share of net profit of equity accounted investees	**2,855**	2,489
Deferred tax benefit (expense) related to equity accounted investees	**-**	5,902
Deferred tax assets not recognised in relation to impairment of assets	**-**	(76,629)
Other changes in recognition of deferred tax assets and liabilities	**(133)**	(719)
Other non-assessable (non-deductible) items	**369**	(701)
Tax expense	**(59,919)**	(52,652)

7. EQUITY ACCOUNTED INVESTEES

Name of entity	Principal activities	Reporting date	**Dec 2013** Ownership interest %	Dec 2012 Ownership interest %
Airline Ratings Pty Limited	Ratings service provider	30 June	**50.0**	50.0
Australian News Channel Pty Limited	Pay TV channel operator	30 June	**33.3**	33.3
Bloo (WA) Pty Limited (i)	Online business directory	30 June	**-**	27.8
7Beyond Media Rights Limited (ii)	Television production	30 June	**50.0**	-
Community Newspaper Group Limited	Newspaper publishing	30 June	**49.9**	49.9
Coventry Street Properties Pty Limited	Property management	30 June	**50.0**	50.0
Health Engine Pty Limited (iii)	Online health directory	30 June	**22.3**	-
Hybrid Television Services (ANZ) Pty Limited (iv)	TiVo distributor	30 June	**66.7**	66.7
Impact Merchandising Pty Limited (v)	Visual merchandising services	30 June	**100.0**	50.0
Oztam Pty Limited	Ratings service provider	31 December	**33.3**	33.3
Perth Translator Facility Pty Limited	Transmitter facilities provider	30 June	**33.3**	33.3
TX Australia Pty Limited	Transmitter facilities provider	30 June	**33.3**	33.3
Yahoo! Australia and New Zealand (Holdings) Pty Limited	Internet content provider	31 December	**50.0**	50.0

The above entities are incorporated in Australia.

(i) Investment in Bloo (WA) Pty Limited was disposed during the period ended 28 December 2013.
(ii) 50% of 7Beyond Media Rights Limited was acquired on 1 November 2013.
(iii) Seven West Media acquired 22.3% of Health Engine Pty Limited during the financial year ended 29 June 2013.
(iv) Under the shareholder agreement, Seven West Media and the other shareholders have equal voting rights and Board representation. The shareholders collectively control the investment in Hybrid Television Services (ANZ) Pty Ltd and as a result it is equity accounted.
(v) Impact Merchandising Pty Limited is not an equity accounted investee at 28 December 2013. The Group acquired the remaining 50% during the current half year and it is now accounted for as a controlled entity.

	$'000	$'000
Share of investees' profit		
Profit before tax	**13,585**	11,764
Tax expense	**(4,068)**	(3,468)
Share of net profit of investees disclosed in the consolidated statement of comprehensive income	**9,517**	8,296
Impairment of equity accounted investees (refer note 5)	**-**	(60,203)
Movements in carrying amounts		
Carrying amount at the beginning of the half year	**304,394**	351,766
Entity now classified as a controlled entity (refer (v) above)	**(200)**	-
Acquisitions/other movements	**-**	500
Share of profit of investees after tax	**9,517**	8,296
Impairment of equity accounted investee	**-**	(60,203)
Dividends received	**(2,016)**	(1,901)
Carrying amount at the end of the half year	**311,695**	298,458

8. INTANGIBLE ASSETS

	Dec 2013 $'000	Jun 2013 $'000
Television licences - at cost	**2,300,000**	2,300,000
Magazine licences - at cost	**38,080**	38,080
Magazine licences - accumulated amortisation and impairment losses	**(30,045)**	(29,602)
Radio licences - at cost	**17,316**	17,316
Total licences	**2,325,351**	2,325,794
Magazine mastheads - at cost	**129,731**	129,731
Magazine mastheads - impairment losses	**(69,783)**	(69,783)
Newspaper mastheads - at cost	**82,497**	82,497
Other mastheads - at cost	**18,061**	18,061
Other mastheads - impairment losses	**(6,500)**	(6,500)
Total mastheads	**154,006**	154,006
Television program copyrights - at cost	**20,848**	20,848
Accumulated amortisation	**(10,848)**	(8,848)
Total television program copyrights	**10,000**	12,000
Software - at cost	**45,135**	41,314
Accumulated amortisation	**(20,950)**	(18,951)
Total software	**24,185**	22,363
Goodwill	**1,250,191**	1,250,050
Impairment losses	**(132,198)**	(132,198)
Total goodwill	**1,117,993**	1,117,852
Total intangible assets	**3,631,535**	3,632,015

	Licences $'000	Mastheads $'000	Program copyrights $'000	Computer software $'000	Goodwill $'000	Total $'000
Half year ended 28 December 2013						
Net carrying amount at the beginning of the half year	2,325,794	154,006	12,000	22,363	1,117,852	3,632,015
Additions	-	-	-	3,821	-	3,821
Goodwill acquired on acquisition of controlled entity	-	-	-	-	141	141
Amortisation charge	(443)	-	(2,000)	(1,999)	-	(4,442)
Net carrying amount at the end of the half year	2,325,351	154,006	10,000	24,185	1,117,993	3,631,535

Impairment of cash generating units (CGU) including goodwill and indefinite life assets

Management and the Directors reviewed the carrying values of all intangible assets at reporting date to ensure that no amounts were in excess of their recoverable amounts. No impairment losses for intangible assets have been incurred or reversed during the current half year.

8. INTANGIBLE ASSETS (CONTINUED)

The estimated recoverable amounts of the cash generating units (CGUs) were performed using the following methodologies:

Television

Discounted cash flow projections over the assets' useful lives based on the following assumptions:

- Five year forecast based on financial budgets and forecasts approved by management which are in line with the announced cost management programs;
- Average annual revenue growth rate over the 5 year forecast period of 3.4% (June 2013: 3.4%);
- Pre-tax discount rate of 13.52% (June 2013: 13.56%);
- Terminal growth rate of 3.0% (June 2013: 3.0%).

Newspapers and Other WA

Discounted cash flow projections over the assets' useful lives based on the following assumptions:

- Five year forecast based on financial budgets and forecasts approved by management;
- Pre-tax discount rate of 14.2% (June 2013: 14.0%);
- Terminal growth rate of 1.0% (June 2013: 1.0%).

Magazines

Relief from Royalty Method over magazine mastheads' useful lives based on the following assumptions:

- Future maintainable revenue forecasts which are based on historical actual results as well as financial budgets and forecasts approved by management;
- Royalty rates between 1.5% and 11.0% (June 2013: 1.5% and 11.0%);
- Earnings multiples between 4x and 6x (June 2013: 4x and 6x).

Multi Period Excess Earnings Methodology over magazine licences' useful lives based on the following assumptions:

- Five year forecast based on financial budgets and forecasts approved by management;
- Discount rates between 14.0% and 16.0% (June 2013: 14.0% and 16.0%);
- Terminal growth rate of 2.0% (June 2013: 2.0%).

The recoverable amount of the overall Magazine CGU that includes goodwill is determined based on value in use and using discounted cash flow projections based on the following assumptions:

- Five year forecast based on financial budgets and forecasts approved by management;
- Pre-tax discount rate of 15.2% (June 2013: 15.0%);
- Terminal growth rate of 2.0% (June 2013: 2.0%).

The values assigned to the key assumptions represent management's assessment of future performance in each CGU based on historical experience and internal and external sources.

Sensitivities to key assumptions

The estimated recoverable amount of the Television CGU, based on value in use, exceeds its carrying amount by approximately $32.7 million. Accordingly, currently no impairment is required. Any adverse movements in key assumptions would result in an impairment.

The recoverable amount for Newspapers and Other WA overall business is significantly higher than the carrying value, and as such, is not sensitive to reasonably foreseeable changes in key assumptions.

At June 2013 following impairments to the individual and overall Magazine CGUs, the recoverable amounts were equal to the carrying amounts. At 28 December 2013 the estimated recoverable amount of the Magazine CGU, based on value in use, exceeds its carrying amount by approximately $0.4 million. Accordingly, no further impairment is required. Any adverse movements in key assumptions would result in an impairment.

Seven West Media does not consider that there are any reasonably possible changes to key assumptions of other significant intangible assets with indefinite useful lives and goodwill which would cause the carrying amounts to exceed recoverable amounts.

For the purpose of impairment testing, intangible assets with indefinite lives, including goodwill, are allocated to the Group's operating divisions which represent the lowest level within the Group at which the assets are monitored for internal management purposes. Intangible assets with indefinite useful lives of $3,260,875,000, including $960,875,000 goodwill, relate to the Television operating division, $84,055,000, including $1,558,000 goodwill, relate to the Newspapers operating division, $214,582,000, including $154,634,000 goodwill, (June 2013: $214,441,000, including $154,493,000 goodwill), relate to the Magazines operating division and $29,803,000, including $926,000 goodwill relate to other WA intangible assets.

9. SHARE CAPITAL	**Dec 2013 $'000**	Jun 2013 $'000
997,919,522 (June 2013: 997,832,422) Ordinary shares fully paid	**2,840,467**	2,840,405
2,500 (June 2013: 2,500) Convertible preference shares fully paid	**250,000**	250,000
	3,090,467	3,090,405

Ordinary shares

	Dec 2013 Shares	Dec 2012 Shares	**Dec 2013 $'000**	Dec 2012 $'000
Balance at the beginning of the half year	**997,832,422**	664,733,554	**2,840,405**	2,406,017
Movements during the half year:				
Shares issued pursuant to executive and employee share plans	**87,100**	31,650	**62**	6
Shares issued pursuant to 1-for-2 entitlement offer	**-**	333,055,818	**-**	439,633
Transaction costs arising on share issues	**-**	-	**-**	(7,403)
Deferred tax recognised directly in equity	**-**	-	**-**	2,221
	87,100	333,087,468	**62**	434,457
Balance at the end of the half year	**997,919,522**	997,821,022	**2,840,467**	2,840,474

	Dec 2013 Shares	Jun 2013 Shares	Dec 2012 Shares
The total number of shares issued by the Company is 999,160,872 and differs from the amount included in share capital as follows:			
Total shares issued by the Company	**999,160,872**	999,160,872	999,160,872
Executive and employee share plans treated as options (i)	**(1,241,350)**	(1,328,450)	(1,339,850)
Balance included in share capital	**997,919,522**	997,832,422	997,821,022

(i) Outstanding loans pursuant to the executive and employee share plans are treated as options.

Ordinary shares entitle the holder to participate in dividends and the proceeds on winding up of the Company in proportion to the number of and amounts paid on the shares held. On a show of hands every holder of ordinary shares present at a meeting in person or by proxy, is entitled to one vote, and upon a poll each share is entitled to one vote.

Convertible preference shares (CPS)

There were no movements during the current or previous corresponding half years.

The full terms and conditions of the CPS are set out in Appendix C of the Explanatory Memorandum in the Proposal to Acquire Seven Media Group issued by Seven West Media Limited (SWM) on 8 March 2011. A summary of these terms is described below and should be read in conjunction with the full CPS Terms of Issue set out in Appendix C of the Proposal.

The total of 2,500 CPS were issued to Seven Group Holdings (SGH) on 21 April 2011 at an issue price of $100,000 per CPS. These may be converted by SGH into a fixed number of fully paid ordinary shares in SWM (SWM Shares) at any time after the release, on 18 February 2014, of SWM's December 2013 half year accounts. Earlier conversion by SGH of the CPS into SWM Shares is permitted where:

- A third party, other than SGH and its associates, makes a takeover bid for SWM that is unanimously recommended by the SWM Directors, or is to acquire all SWM Shares under a scheme of arrangement that has become effective;
- To enable SGH to maintain a shareholding in SWM of no less than 29.6% (less an adjustment for any SWM Shares sold by SGH) in the event of any issue of SWM Shares; and
- To the extent permitted by the SWM Board in writing.

9. SHARE CAPITAL (CONTINUED)

At conversion by SGH, SWM may at its discretion elect whether to settle in SWM Shares or in cash. If SWM elects to settle in shares, the number of SWM Shares into which each CPS will be converted will be calculated by multiplying the number of CPS being converted by the "conversion ratio." The conversion ratio is equal to the issue price adjusted by 7.143% per annum (compounded on a semi-annual basis) up to the fifth anniversary of the date of issue of the CPS (20 April 2016) and then adjusted by 9.143% per annum (compounded on a semi-annual basis) thereafter (the "adjusted issue price") divided by the fixed conversion price of $6.68.

The conversion price is adjusted following any reconstruction, consolidation, division, reclassification, securities issue or rights offer (subject to customary exceptions) to ensure that CPS holders are placed in a similar economic position prior to the occurrence of the event that gave rise to the adjustment. Following the 1-for-2 rights issue completed in August 2012, the fixed conversion price was adjusted from $6.68 to $6.31.

The conversion price is also adjusted downwards for any dividends paid to SWM Shareholders over and above an annual reference yield of 6.5% (excluding franking credits), initially calculated with reference to the first full year of ordinary dividends for the 2012 financial year. The final dividend for the 2012 financial year was paid in October 2012 (refer note 10) at which time the fixed conversion price was adjusted to $5.59.

There have been no further adjustments to the fixed conversion price.

If SWM elects to settle in cash, SWM will pay a cash amount for each CPS equal to the number of SWM Shares into which the CPS would have been converted multiplied by the average of the daily VWAPs (volume weighted average prices) of the SWM shares over the 10 trading days commencing on the date of service of the conversion notice.

The CPS are otherwise redeemable by SWM at the adjusted issue price five years from the date of issue, and on every half year anniversary thereafter, at the sole discretion of SWM with the form of settlement also at the discretion of SWM, in either SWM Shares or cash. The CPS are also redeemable at any time on the occurrence of standard tax and regulatory events. If SWM elects to settle in SWM Shares, the number of SWM Shares into which each CPS will be converted will be calculated by dividing the adjusted issue price by the average of the daily VWAPs of the SWM shares over five trading days prior to the date of conversion (calculated at a 5% discount). If SWM elects to settle in cash, SWM will pay a cash amount for each CPS equal to the adjusted issue price. In the case of tax and regulatory events, SWM's obligations to settle in SWM Shares or in cash will be calculated using 103% of the adjusted issue price.

SWM may not issue any preferred securities ranking ahead of the CPS without consent of the holders of 75% of the CPS. Voting rights are limited to those set out in Listing Rule 6.3. The CPS do not confer any dividend rights, although the conversion price may be adjusted as described above. Unless the CPS are redeemed, repurchased or exchanged by the fifth anniversary of their date of issue, SWM may not pay dividends, return capital or otherwise distribute value to any equal or lower ranking securityholders until all CPS have been redeemed, repurchased or exchanged (subject to certain limited exceptions).

10. DIVIDENDS

	Dec 2013 $'000	Dec 2012 $'000
Final ordinary dividend for the year ended 29 June 2013 of 6 cents per share (30 June 2012: 6 cents), fully franked based on tax paid at 30%, paid on 11 October 2013 (2012: 12 October 2012)	**59,892**	59,887
Dividends not recognised at half year end		
In addition to the above dividends, since half year end the directors have declared a 2014 interim dividend of 6 cents per ordinary share (2013 interim: 6 cents), fully franked based on tax paid at the rate of 30%. The aggregate amount of the dividend payable on 1 April 2014 (2013 interim: 2 April 2013), but not recognised as a liability at half year end, is estimated at	**59,893**	59,888

Dividend reinvestment plan

Seven West Media had a dividend reinvestment plan in operation. Upon completion of the Entitlement Offer in July 2012 Seven West Media suspended the dividend reinvestment plan.

11. BORROWINGS	**Dec 2013 $'000**	Jun 2013 $'000
NON-CURRENT		
Bank loans – unsecured (i)	**1,499,863**	1,498,106
Total non-current borrowings	**1,499,863**	1,498,106

(i) The unsecured bank loans are net of $8.6 million (June 2013: $10.4 million) unamortised refinancing costs.

Subsequent to 28 December 2013 Seven West Media finalised new bank facilities totalling $1.4 billion which together with available funds was used to repay existing debt. Refer note 17 for further details.

12. NOTES TO THE CONSOLIDATED STATEMENT OF CASH FLOWS	**Dec 2013 $'000**	Dec 2012 $'000
Reconciliation of cash at the end of the half year (as shown in the consolidated statement of cash flows) comprises:		
Cash at bank, on hand and at call	**358,086**	231,926
Total cash and cash equivalents at end of the half year	**358,086**	231,926

13. FAIR VALUE MEASUREMENT OF FINANCIAL ASSETS AND FINANCIAL LIABILITIES

AASB 13 Fair Value Measurement requires disclosure of fair value measurements by level of the fair value hierarchy:

- Level 1 : quoted prices (unadjusted) in active markets for identical assets or liabilities;
- Level 2: inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (as prices) or indirectly (derived from prices); and
- Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

The only assets or liabilities measured and recognised at fair value are the assets/liabilities recognised in relation to interest rate and foreign exchange cash flow hedges amounting to $7,294,000 (June 2013: $10,587,000). The fair values of these derivatives (classified as level 2 in the fair value measurement hierarchy) are measured with reference to forward interest rates and exchange rates and the present value of the estimated future cash flows. The carrying amounts of financial instruments disclosed in the statement of financial position approximate their fair values.

14. CONTINGENT LIABILITIES

Seven West Media's tax liabilities have been calculated based on currently enacted legislation. Any changes to the tax law or interpretations (including proposed changes already announced) may require changes to the calculation of the tax balances shown in the financial statements.

Participation in media involves particular risks associated with defamation litigation and litigation to protect media rights. The nature of the Group's activities is such that, from time to time, claims are received or made by the Group. The Directors are of the opinion that there are no material claims that require disclosure of such a contingent liability.

15. NET TANGIBLE ASSET (NTA) BACKING	**Dec 2013 $'000**	Dec 2012 $'000
Net tangible asset backing per ordinary share (cents)	**-**	-

16. EARNINGS PER SHARE

	Dec 2013	Dec 2012
Basic earnings per share		
Profit (loss) attributable to the ordinary equity holders of the Company (i)	**15.0 cents**	-11.4 cents
Diluted earnings per share		
Profit (loss) attributable to the ordinary equity holders of the Company (i)	**13.2 cents**	-9.5 cents

	$'000	$'000
Earnings used in calculating earnings per share		
Profit (loss) attributable to the ordinary equity holders of the Company used in calculating basic and diluted earnings per share.	**150,114**	(109,339)

	Number	Number
Weighted average number of shares used as the denominator		
Weighted average number of ordinary shares outstanding during the half year used in the calculation of basic earnings per share (i)	**997,875,972**	957,195,473
Adjustments for calculation of diluted earnings per share:		
- Convertible Preference Shares (CPS) (ii)	**135,357,808**	186,411,283
- Shares issued pursuant to the suspended executive and employee share plans treated as options deemed to have been converted into ordinary shares at the beginning of the half year	**1,284,900**	1,355,675
- Share rights issued pursuant to equity incentive plan	**1,848,788**	493,217
Weighted average number of ordinary shares and potential ordinary shares used as the denominator in calculating diluted earnings per share	**1,136,367,468**	1,145,455,648

(i) AASB 133: Earnings per Share requires the calculation of basic and diluted earnings per share for all periods presented to be adjusted retrospectively for shares issued under a rights issue. Accordingly, the prior corresponding half year weighted average number of ordinary shares includes an adjustment relating to the shares issued pursuant to the 1-for-2 entitlement offer completed in August 2012, for the period from 1 July 2012 to the dates when the shares were issued.

(ii) For the purpose of calculating diluted earnings per share, a notional CPS amount has been calculated. At 28 December 2013 the notional CPS amount is $302.1 million. This is divided by the conversion price to calculate the notional number of shares. Under the terms of the CPS there is more than one basis of conversion. For the calculation of diluted EPS the "Redemption Conversion Price" based on an average weighted share price has been used as the conversion price since this results in the most advantageous position for the holder of the CPS. This is in line with requirements of AASB 133: Earnings per Share. Refer note 9 for further details relating to the CPS.

Additional information:		
Earnings per share based on net profit excluding significant items net of tax		
Basic earnings per share	**15.0 cents**	14.9 cents
Diluted earnings per share	**13.2 cents**	12.4 cents

	$'000	$'000
Earnings used in calculating earnings per share based on profit excluding significant items		
Profit (loss) attributable to the ordinary equity holders of the Company	**150,114**	(109,339)
Add back significant items net of tax (refer note 5)	**-**	251,590
Profit after tax excluding significant items net of tax	**150,114**	142,251

17. SUBSEQUENT EVENTS

On 13 February 2014 Seven West Media finalised new revolving bilateral credit facilities totalling $1.4 billion and used funds drawn from these facilities together with available funds of $108.5 million to repay all amounts outstanding under the existing facilities. Original commitments for the new facilities were provided by 7 Australian and international banks with the facilities having an initial maturity date of October 2017 at which time they can be extended.

Directors' report

Seven West Media Limited
ABN 91 053 480 845
For the Half Year Ended 28 December 2013

The Directors of Seven West Media Limited (the "Company") are pleased to present their report together with the consolidated financial statements for the half year ended 28 December 2013 and the review report thereon.

Directors

The Directors of Seven West Media Limited at any time during or since the end of the half year are:

Kerry Matthew Stokes AC - (Chairman) - Director since September 2008 and Chairman since December 2008
Donald Rudolph Voelte AO - (Deputy Chairman) - Director since December 2008 and Deputy Chairman since July 2013
John Henry Alexander - Director since May 2013
Dr Michelle Elizabeth Deaker - Director since August 2012
David Evans - Director since August 2012
Douglas Ronald Flynn - Director since August 2008
Peter Joshua Thomas Gammell - Director since September 2008
Graeme Thomas John AO - Director since December 2008
Justin Reizes - Director from April 2011 to November 2013
Ryan Kerry Stokes - Director since August 2012

Alternate

Edward James Mackinnon Bostock - Alternate director for Justin Reizes from August 2011 to November 2013
Bruce Ian McWilliam - Alternate director for Peter Gammell since November 2008

Net Consolidated Profit

The consolidated profit of the Group for the half year ended 28 December 2013 after tax was $150,114,000 (loss for the half year ended 29 December 2012: $109,339,000).

Review of results and operations

A review of operations and of the results of those operations is attached and forms part of this Report.

Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

The lead auditor's independence declaration is set out on page 22 and forms part of the directors' report for the half year ended 28 December 2013.

Rounding off

The Company is of a kind referred to in Class Order 98/100 dated 10 July 1998 and in accordance with that Class Order, amounts in the consolidated financial statements and directors' report have been rounded off to the nearest one thousand dollars unless otherwise stated.

Signed in accordance with a resolution of the Directors

KM Stokes AC
Chairman

18 February 2014

Directors' declaration

Seven West Media Limited
ABN 91 053 480 845
For the Half Year Ended 28 December 2013

In the opinion of the Directors of Seven West Media Limited (the "Company"):

1. the consolidated financial statements and notes set out on pages 2 to 17 are in accordance with the Corporations Act 2001, including:

   a. giving a true and fair view of the Group's financial position as at 28 December 2013 and of its performance for the half year ended on that date; and

   b. complying with Australian Accounting Standard AASB 134 “Interim Financial Reporting” and the Corporations Regulations 2001; and

2. there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Directors

Kerry Stokes

KM Stokes AC
Chairman

18 February 2014

Independent auditor's review report to the members of Seven West Media Limited

We have reviewed the accompanying half-year financial report of Seven West Media Limited, which comprises the consolidated statement of financial position as at 28 December 2013, consolidated statement of profit or loss and other comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the half-year ended on that date, notes 1 to 17 comprising a summary of significant accounting policies and other explanatory information and the directors' declaration of the Group comprising the company and the entities it controlled at the half-year's end or from time to time during the half-year.

Directors' responsibility for the half-year financial report

The directors of the company are responsible for the preparation of the half-year financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the half-year financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express a conclusion on the half-year financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2410 *Review of a Financial Report Performed by the Independent Auditor of the Entity*, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the half-year financial report is not in accordance with the *Corporations Act 2001* including: giving a true and fair view of the Group's financial position as at 28 December 2013 and its performance for the half-year ended on that date; and complying with Australian Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*. As auditor of Seven West Media Limited, ASRE 2410 requires that we comply with the ethical requirements relevant to the audit of the annual financial report.

A review of a half-year financial report consists of making enquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

Independence

In conducting our review, we have complied with the independence requirements of the *Corporations Act 2001*.

Conclusion

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the half-year financial report of Seven West Media Limited is not in accordance with the *Corporations Act 2001*, including:

(a) giving a true and fair view of the Group's financial position as at 28 December 2013 and of its performance for the half-year ended on that date; and

(b) complying with Australian Accounting Standard AASB 134 *Interim Financial Reporting* and the *Corporations Regulations 2001*.

KPMG

KPMG

Bruce Phillips
Partner

Sydney

18 February 2014

Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

To: the directors of Seven West Media Limited

I declare that, to the best of my knowledge and belief, in relation to the review for the half-year ended 28 December 2013 there have been:

(i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the review; and

(ii) no contraventions of any applicable code of professional conduct in relation to the review.

KPMG

KPMG

Bruce Phillips
Partner

Sydney

18 February 2014

Seven West Media

Review of Operations

Summary Financial Performance

	Dec 2013 $m	Dec 2012 $m	Change %
Revenue	966.3	977.9	-1.2%
Other income	-	0.1	-
Share of net profit of equity accounted investees	9.5	8.3	14.7%
Revenue, other income and equity accounted profits	975.8	986.3	-1.1%
Operating expenses excluding depreciation and amortisation	(700.4)	(697.6)	0.4%
EBITDA [1]	**275.4**	**288.7**	**-4.6%**
Depreciation and amortisation	(25.1)	(29.4)	-14.7%
EBIT [2]	**250.3**	**259.3**	**-3.5%**
Net finance costs	(40.3)	(55.3)	-27.1%
Profit before significant items and tax	**210.0**	**204.0**	**2.9%**
Significant items	-	(260.7)	-
Profit/(loss) before tax	**210.0**	**(56.7)**	**470.5%**
Tax expense	(59.9)	(52.6)	13.8%
Profit/(loss) after tax	**150.1**	**(109.3)**	**237.3%**
EBITDA margin	28.2%	29.3%	
Basic EPS	15.0 cents	-11.4 cents	
Basic EPS excluding significant items net of tax	15.0 cents	14.9 cents	
Diluted EPS	13.2 cents	-9.5 cents	
Diluted EPS excluding significant items net of tax	13.2 cents	12.4 cents	

(1) EBITDA relates to profit before significant items, net finance costs, tax, depreciation and amortisation.
(2) EBIT relates to profit before significant items, net finance costs and tax.
(3) Change percentages are calculated on whole dollars and not the rounded amounts presented.

Reconciliation of EBIT to statutory profit before tax

	Dec 2013 $m	Dec 2012 $m
EBIT	**250.3**	**259.3**
Net finance costs	(40.3)	(55.3)
Significant items	-	(260.7)
Profit before tax	**210.0**	**(56.7)**

Seven West Media Limited reported a statutory net profit of $150.1 million for the half year ended 28 December 2013. This compares to the previous corresponding half year statutory net loss of $109.3 million (including significant items).

The current half year profit after tax of $150.1 million is up 5.5 per cent on the previous first half profit (excluding significant items net of tax) of $142.3 million.

There were no significant items in the current half year. The previous first half included significant items totalling $260.7 million ($251.6 million net of tax) relating to asset impairments ($255.4m) and redundancy and restructure costs ($5.3 million).

The group delivered revenue of $966.3 million, down 1.2 per cent versus previous first half, and profit before significant items, net finance costs and tax (EBIT) of $250.3 million, down 3.5 per cent on the previous first half.

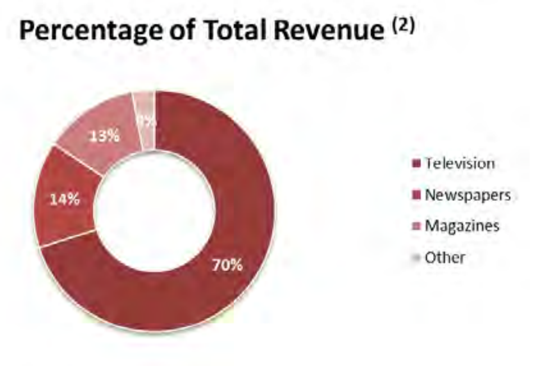
Dividend

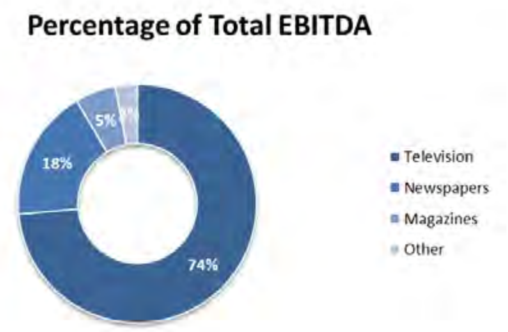
A fully franked interim dividend of 6 cents per share has been declared and will be payable on 1April 2014 (2013 interim dividend: 6 cents per share fully franked).

Advertising Market and Revenue Performance

Advertising market conditions improved in the six months to December 2013, up 4.8 per cent on the prior corresponding period according to SMI data. The metropolitan television advertising market returned to growth up 5.0 per cent[1] for the six months to 28 December 2013 with Seven's television revenue growing 2.6 per cent for the six months. This follows four consecutive periods of negative growth for the market.

Advertising conditions in print remain challenging although trends are improving and Seven West Media continues to outperform its peers. Metro newspaper advertising declined by 16.3 per cent, while magazine advertising fell 17.5 per cent, based on SMI data. Advertising in both the West Australian Newspapers and Pacific Magazines outperformed the market, declining 14.0 per cent and 7.3 per cent respectively.



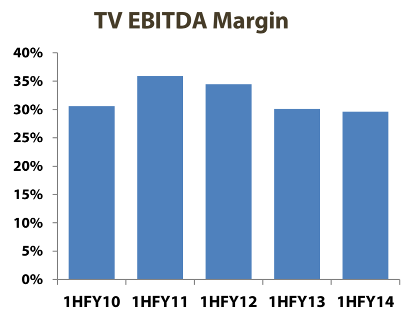


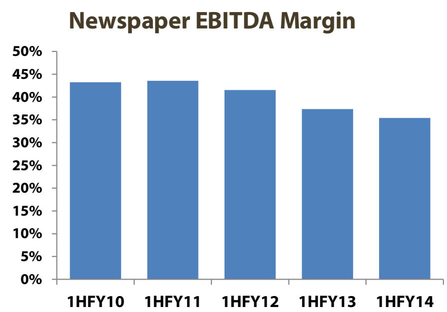
Cost Management

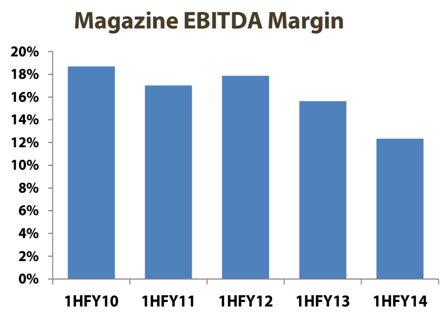
Group operating costs decreased 0.2 per cent in the period to $725.5 million as a result of continued focus on cost reduction initiatives. Newspaper and Magazine cost reductions of 7.9. per cent and 5.6 per cent respectively were offset by Television cost growth of 2.8 per cent in the period. The company is on track to deliver the $50 million cost and revenue benefits for the 2014 financial year as outlined in the 2013 financial year. Management reiterates its target for 2014 financial year for costs to be similar in absolute terms to the 2013 financial year.

Operating Margins

Seven West Media delivered an overall EBITDA margin of 28.2 per cent (29.3 per cent in prior first half). The company's key businesses continue to maintain strong margins with television delivering an EBITDA margin of 29.6 per cent, newspapers EBITDA margin of 35.4 per cent and magazines EBITDA margin of 12.3 per cent.







All EBITDA margin percentages exclude the impact of significant items.

1 KPMG Free TV metro revenue, 6 months to December 2013

2 Total revenue includes other income and share of net profit of equity accounted investees

Balance Sheet

At 28 December 2013 Seven West Media had net assets of $2,956 million. Group net debt declined 9.6 per cent to $1,141.8 million compared to the prior first half (Dec 12: $1,262.7 million) and declined 8.0 per cent compared to the prior financial year (Jun 13: $1,240.8). Management have continued to use its strong operating cash flows to pay down debt. As a result the group's debt leverage ratio has reduced to 2.4x EBITDA.

On 13 February 2014 Seven West Media finalised new revolving bilateral credit facilities totalling $1.4 billion and used funds drawn from these facilities together with available funds of over $100 million to repay all amounts outstanding under the existing facilities. Original commitments for the new facilities were provided by 7 Australian and international banks with the facilities having an initial maturity date of October 2017 at which time they can be extended.

Review of Businesses

A summary of the performance of Seven West Media's key business units for the 6 months ending 28 December 2013 is set out below.

Television

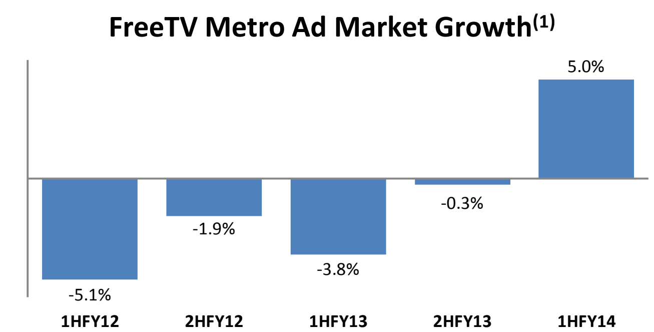
The Seven Network marked its 14th consecutive half of market leadership with total individuals rating share in primetime of 39.2 per cent and a revenue share of 39.7 per cent[2] for the six months to 28 December 2013. Seven dominated the ratings winning 18 of the 26 weeks in the December half and improved ratings share across key demographics in the period. Seven was number one on primary channels and the combined audiences of additional digital multiple channels across primetime.

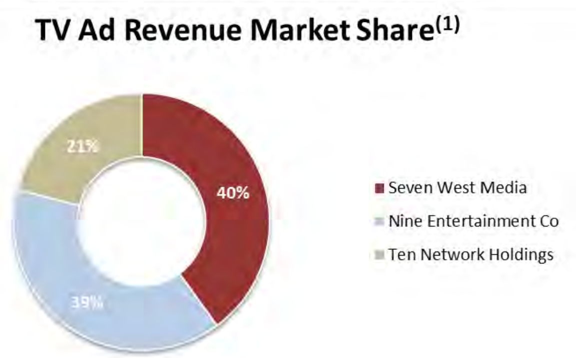
Television revenue grew 2.6 per cent to $683.7 million accounting for 70 per cent of group revenue while EBIT (profit before significant items, net finance costs and tax) grew 2.2 per cent to $190.4 million making up 76 per cent of group EBIT. Seven maintained its prudent cost approach with cost growth of 2.8 per cent compared to last year, which predominantly relates to the adverse timing of programming costs. Seven delivered EBITDA of $202.5 million up 0.9 per cent on the prior first half with a market leading EBITDA margin of 29.6 per cent for the FTA (Free to Air) television sector.

Financial Performance: Television

	Dec 2013 $m	Dec 2012 $m	Change %
Revenue			
Advertising	606.1	589.1	2.9%
Other	77.6	77.0	0.8%
	683.7	666.1	2.6%
Costs			
Revenue variable costs	46.3	45.0	2.9%
Depreciation and amortisation	12.1	14.4	-15.8%
Other costs	434.8	420.3	3.4%
	493.2	479.7	2.8%
EBIT	**190.4**	**186.4**	**2.2%**

Seven is the largest content producer in Australia and is expanding its production capabilities and international sales channels with new overseas ventures. Management continue to focus on improving ratings nationally, maintaining leadership while driving profitability.





[1] KPMG Free TV Metro revenue, 6 months to December 2013

[2] SMI Data

Newspaper Publishing

Now in its 181st year of publishing The West Australian is the leading Monday to Saturday metro newspaper in Perth, and it continues to be an important part of the lives of all West Australians. The West is closely integrated with Channel 7 Perth, creating the most powerful promotional platform in the market to reach West Australians with a high level of community engagement. While Newspaper trends have been challenging, we continue to outperform our peers both in terms of circulation and advertising.

The West's audited circulation is Monday-Friday 169,328 and Saturday 278,833[(1)]. The average readership for Monday-Friday is 634,000 and Saturday is 701,000[(2)] – maintaining its position as one of the strongest performing newspapers in the country. In print over 1.1 million[(2)] people will read The West Australian across the week, and more than two million people will access the publication either in print or online via website, tablet and mobile.

Newspaper revenue declined 11.8 per cent to $139.4 million while EBIT fell 20.3 per cent to $38.8 million. WAN has maintained market leading operating margins despite current revenue trends with an EBITDA margin of 35.4 per cent in the December half. Cost management has been a key focus with operating costs excluding depreciation and amortisation down 9.1 per cent in the period, although this has not compromised the quality of The West. Management continue to look for new ways to drive greater revenue and operating efficiencies across the business.

Financial Performance: Newspapers

	Dec 2013 $m	Dec 2012 $m	Change %
Revenue			
Advertising	100.6	117.0	-14.0%
Circulation	32.2	33.9	-5.0%
Other	6.6	7.1	-6.9%
	139.4	158.0	-11.8%
Costs			
Depreciation and amortisation	10.6	10.3	3.0%
Other costs	90.0	99.0	-9.1%
	100.6	109.3	-7.9%
EBIT	**38.8**	**48.7**	**-20.3%**

The West is building on the level of engagement with the local community and increasing the level of integration between Channel 7 Perth with plans to co-locate offices and integrate news rooms. The implementation of The West's new multi-media editorial platform is on track. This new platform is fundamental to enhancing the digital delivery of the West, improving the editorial and publishing process allowing us to publish once and distribute to multiple devices. New growth opportunities in digital and events are key priorities for The West.

[1] ABC data- three months ended 31 December 2013

[2] emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months ending December 2013, Nielsen Online Ratings December 2013, People 14+ only

Magazines Publishing

Pacific Magazines accounts for 35 per cent of magazine circulation[1] and 50 per cent of women's weekly magazines sold in Australia and our portfolio now reaches 6.8 million Australian aged 14+ every month. Pacific Magazines continued to out-perform the overall magazine market with advertising share growing to 27.6 per cent in HY14 versus 24.9 per cent in HY13, based on SMI data. Over the last six months, overall readership share increased to 30 per cent (up from 28 per cent in HY13) [2]. Digital growth is gaining traction with page views across our brands sites up 55 per cent and our social network footprint more than doubling over the last six months to over 1.7m followers.

Revenue in the magazines division declined 7.3 per cent to $123.8 million versus the prior corresponding period. The rate of decline in advertising revenue slowed in the period in line with management's expectations. Circulation revenue was down 8.3 per cent impacted by soft retail conditions, particularly from newsagencies. Cost initiatives delivered a 5.6 per cent year-on-year reduction in operating costs.

Financial Performance: Magazines

	Dec 2013 $m	Dec 2012 $m	Change %
Revenue			
Circulation	78.6	85.7	-8.3%
Advertising	40.1	43.3	-7.3%
Other	5.1	4.6	10.0%
	123.8	133.6	-7.3%
Costs			
Depreciation and amortisation	2.0	4.3	-54.3%
Other costs	108.5	112.7	-3.7%
	110.5	117.0	-5.6%
EBIT	**13.3**	**16.6**	**-19.9%**

Pacific Magazines is participating in an industry initiative to grow Magazine share of advertising expenditure. The Magazine Publishers of Australia have commenced rolling out the Magazine Audience Performance Predictor (MAPP) platform to large agencies and advertisers. This platform provides real time performance metrics for magazines improving the measurability of advertisers' spend. Management is also focused on leveraging the power of our brands across the group to create new revenue opportunities and improve the monetisation of our content.

Digital and Other Media

Digital and other media assets include: Yahoo!7, Australian News Channel, Quokka, regional newspaper publishing and regional radio licences in Western Australia.

Yahoo!7 brings together the online assets of Yahoo! Inc, a global internet network and the content creation and marketing strengths of Seven West Media. Engagement is strong with 8.6 million Australians visiting Yahoo!7 each month. There were more than 50 million video streams over the period up 13.0 on previous first half, and over 5 million streamed episodes per month.

Digital and other businesses contributed EBIT of $7.8 million up 2.0 per cent compared to the prior first half. Growth from Yahoo!7 was offset by declines predominantly related to the performance of print classifieds in Quokka and the Community Newspapers.

[1] ABC data- three months ended 31 December 2013

[2] Roy Morgan Single Source Australia