



PLUS7 Celebrates Four Years

SYDNEY, 05 March, 2014 – Yahoo!7 today announced that its leading catch-up TV service, PLUS7, has consistently led the market for four years. According to Nielsen online audience measurement, PLUS7 has been Australia's number one ad-supported online TV service since it launched in 2010.

PLUS7 has enabled the Yahoo!7 network to achieve over 7 million long and short form video streams in January 2014. PLUS7 has been breaking even it's own records over the past four weeks.

- Since the PLUS7 app launch in August 2013 it has achieved 780,000 downloads. In the past week alone downloads of the app increased by a further 50,000 - a 100% increase on the previous week.
- PLUS7 unique audience on apps has increased 76% week-on-week since the premiere of My Kitchen Rules.
- PLUS7 unique audience on desktop has increased 127% week-on-week. Monday, February 10 was the highest single unique audience day ever in PLUS7 history.
- The two-part mini series, INXS: Never Tear Us Apart, achieved 430,000 full video streams and still counting.
- In February, Home and Away on PLUS7 achieved over one million full episode video streams, of which 260,000 streams were in the last week.
- Recently, Yahoo!7 TV had it's highest ever daily video streams with 416,000 total streams. This is approximately the entire population of Newcastle watching one episode in one day.
- Yahoo!7 TV has achieved 35% growth in unique audience year on year to January 2014.

Yahoo!7 are focused on delivering Australia's best known content anywhere, anytime and to the biggest audiences. PLUS7 allows Australians to connect to content they love including My Kitchen Rules, Home and Away, Winners and Losers, Downton Abbey, Revenge, Smash, and The Blacklist - PLUS7 is set to dominate online TV again for 2014.

PLUS7 is available on desktop, iOS, Samsung Apps, the Google Play Store and Samsung Smart TVs here: <http://au.tv.yahoo.com/plus7/mobile/get-the-app/?cmp=ju>

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About Yahoo!7

Yahoo!7 (yahoo7.com.au) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo! Inc. (Nasdaq: YHOO), Yahoo!7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.