



PLUS7 extends to iOS

PLUS7 launches catch-up TV service for iOS devices.

Sydney, Australia, August 19, 2013 – Yahoo!7 has today announced its leading catch-up TV service PLUS7 is now available on iOS devices. This follows the successful ongoing partnership with Samsung, which saw PLUS7 launch in March with Samsung Apps including having PLUS7 preloaded on selected smartphone and Samsung GALAXY devices.

PLUS7 is Yahoo!7's leading catch-up TV service featuring Channel Seven programs such as My Kitchen Rules, Home and Away, The X Factor, and with over 100 hours of 3rd party content such as Dawson's Creek and An Idiot Abroad enabling PLUS7 to achieve 24.2 million streams this year.

Damon Scarr, Commercial Director, Yahoo!7 said "Our users have told us that they want the ability to catch-up on their favourite shows whenever and wherever they choose. Today's announcement means more Australians will now be able to download the PLUS7 app and access Australia's favourite TV shows."

PLUS7 availability on iOS follows the recent launch of the new Yahoo!7 video player. In July, the new video player achieved a three-fold increase in completion rates for people watching catch-up TV long form content on the Yahoo!7 network.

"For advertisers this means even more premium video inventory with our growing and engaged PLUS7 audience of 1.2 million people watching more content across devices," Damon said.

A recent study of PLUS7 users* found that PLUS7 drives incremental reach to the broadcast television audience for a television show.

- 60% of people watching on PLUS7 had not seen the episode before
- Nearly half (48%) were watching on PLUS7 as they had missed the chance to see the episode on broadcast.
- 70% of people said they were 'definitely' or 'very likely' to watch future episodes on broadcast television

To download the new PLUS7 app go to: <http://au.tv.yahoo.com/plus7/mobile/get-the-app/>

* Source: Video on demand / Plus7 Survey May 2013, Audience: All Respondents, n = 1609

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For further information please call or email:

Luke Cuell
PR Manager, Yahoo!7
tel: 02 8288 4817
mob: 0449 226 959
email: cuell@yahoo-inc.com

Natasha Carroll

Red Agency on behalf of Yahoo!7
02 9963 7725 / 0412 765 672
Natasha.carroll@redagency.com.au

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.