



PLUS7 Introduces Movie Channel

Sydney, 12 June 2014: Yahoo7 has launched a movie channel on Australia's leading online TV service, PLUS7. The new PLUS7 'Drive-In Movies' channel, sponsored by Toyota Kluger, will see a collection of classic family movies available exclusively on PLUS7.

Yahoo7 is committed to delivering Australia's best-known content anywhere, anytime and to the biggest audiences. PLUS7 Drive-In Movies channel will run for three months, delivering family favourites including *Annie*, *The Muppets Take Manhattan* and *The Swan Princess* to viewers.

Paul Sigaloff, Commercial Director, Yahoo7 said, "Since it launched in 2010, PLUS7 has consistently led the market as Australia's number one ad-supported online TV service, achieving an average 4.5 million full episode streams every month. The PLUS7 Drive-In Movie is another example of how brands, like Toyota, can connect with an engaged audience in a premium environment, anywhere and on any device," Paul said.

Peter Hampson, Corporate Manger, Brand & Communications, Toyota said, "Partnering with Yahoo7 for the PLUS7 Drive-In Movie Channel provides Toyota a new and innovative opportunity to engage with our Kluger target audience and delivers on our core campaign sentiment in an innovative and creative way."

"We want families to be able to relax and enjoy these movies together, whether that's on the couch, outside the home or even, safely, in the car," Peter said.

Movies will be uploaded to PLUS7 at the end of each week for families to enjoy together over the weekend and will be available for viewing for one month. <https://au.tv.yahoo.com/plus7/movies>

PLUS7 is available on desktop, iOS, Samsung Apps, the Google Play Store and Samsung Smart TVs [here](#):

PLUS7 Drive-In Movies was developed in conjunction with media agency, TMS Group. This represents another innovative media execution that has been developed for Toyota as a key client since 1997.

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About Yahoo7

Yahoo7 (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), Yahoo7 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.