

## TV Continues to Engage Australians

**Sydney, February 27, 2014 –** Caroline Casey, Yahoo!7's Director of Product and Audience, released new research on Monday from Yahoo!7's annual companion research report as part of her address at The Australian Broadcasting Summit held in Sydney.

The research, which is representative of the Australian population, reveals that appointment-based TV dominates TV consumption in Australia, with 98% of Aussies watching TV live. Two in three of respondents watch TV on devices (67%), predominantly on laptops, but also increasingly on tablets and mobile phones.

88% of people watch TV with another device by their side. The device is generally a smartphone with 82%, although 61% of respondents said they have a laptop and almost half have a tablet device.

Caroline Casey, Yahoo!7 said "Yahoo!7 is committed to bringing users the best product and the most immersive digital experiences, personalised to their interests, across screens and platforms. When we talk about companion experiences, we're not just talking about what happens when the program is on air, we're also talking about how we sustain, build and engage our audiences with the programs they love."

The main findings from the research include:

- 98% continue to watch TV live.
- 58% of consumers watch their favourite TV shows via online catch up TV.
- 40% of survey respondents engage with television programs online, making TV consumption even more immersive.
- 82% of consumers watch TV with their mobile phone nearby and 61% have their laptop at their side while watching TV.
- Social media is increasingly influencing consumer television consumption, with 40% of consumers becoming aware of a TV program because of a mention or recommendation on social media.

\*Source: Companion TV Survey November-December 2013 conducted by an external panel provider using a national sample that was representative of the Australian television viewing public, across age, gender, location. Audience: All Respondents, n = 1,217

## **ENDS**

## For further information please call or email:

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

## About Yahoo!7

Yahoo!7 (<u>yahoo7.com.au</u>) 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.