



Yahoo7 partners with Roy Morgan

Bringing Helix Personas to the Yahoo7 Data Sciences Suite

Sydney, Australia, 23 October 2014 – Yahoo7 and Roy Morgan have today announced a new commercial partnership that integrates Australia’s leading consumer segmentation tool, Helix Personas with Yahoo7’s advertising solutions.

The partnership combines Yahoo7’s online insights with Roy Morgan’s geo-psychographical behavioural segmentation to provide advertisers even more effective targeting for specific audience groups across the Yahoo7 network.

Paul Sigaloff, Commercial Director, Yahoo7 said, “For the past eight years, Yahoo7 has led the market with our behavioural targeting products. Adding Helix Personas to our existing Data Sciences Suite of products enables us to continue to deliver the most comprehensive range of advertising solutions in Australia.

“Bringing together our sophisticated insights products with Roy Morgan’s class-leading research enables even more targeted advertising based on demographics, behaviours and attitudes.” said Paul.

Michele Levine, CEO, Roy Morgan Research said, “This latest strategic partnership reaffirms Roy Morgan’s role as the data partner of choice for media owners, and further expands the boundaries of just what’s possible in today’s, and tomorrow’s, programmatic media buying landscape.”

“It’s an exciting time, not only for us and our partners, but for the brands that are now equipped to identify and reach their target audiences more simply, clearly and precisely than ever. We look forward to seeing the great results that Helix Personas will deliver to Yahoo7 advertisers.”

Yahoo7 Data Sciences is a comprehensive suite of market leading targeting and data products that connect advertisers to a qualified audience at scale.

Roy Morgan’s Helix Personas is a unique and powerful consumer segmentation and data integration tool that combines sophisticated psychographical and behavioural data to classify



the Australian population into 56 Personas and 7 Communities using a combination of Roy Morgan Single Source data and third party data sources.

Helix Personas are now available through Yahoo7 Data Sciences.

ENDS

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About Yahoo7

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.