

Yahoo7 and Telstra team up to deliver PLUS7 on T-Box

Sydney, Australia, October 27, 2014 – Yahoo7 and Telstra have today announced a new partnership agreement that will deliver PLUS7 premium video content to Telstra T-Box customers.

The agreement will see PLUS7 available directly via the T-Box Catch Up TV menu, giving T-Box owners access to some of Australia's most popular free-to-air content on-demand via their TV.

PLUS7 gives T-Box audiences access to premium on-demand content from Australia's most-watched television network Channel 7, including "The X Factor", "Home & Away" and "Winners and Losers".

Jonathan Steel, Director – Business Development and Partnerships, Yahoo7 said, "Yahoo7 is focused on giving audiences access to our premium content wherever and whenever they want. This new partnership will let Telstra T-Box users stream Channel 7 programs on PLUS7 easily from their TV to make sure they never miss an episode of their favourite show."

Telstra Director IPTV and Pay TV Eric Kearley said, "The arrival of PLUS7 on the T-Box is part of Telstra's ongoing plans to bring more free to air content to our T-Box customers.

"Our partnership with Yahoo7 means T-Box users can watch some of their favourite Channel 7 and 7mate shows when they want, giving extra flexibility and convenience for times when it's not possible to watch them live."

The T-Box is Telstra's highly successful IPTV entertainment device delivering premium content experiences to thousands of customers across Australia.

PLUS7 is Australia's leading advertising supported catch-up TV service, averaging 6.5 million streams every month across web, mobile, tablet, HBBTV and other platforms.

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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.

About Seven

Seven is Australia's leading broadcast television platform and is extending its dominance in its eighth consecutive year of leadership in primetime. Seven also continues to dominate across breakfast and morning television with Sunrise and The Morning Show.