



## Yahoo!7 launches 7Sport app

Australia's first Australian-centric multi-sport iPhone application

**Sydney, Australia, March 26, 2013** – Yahoo!7 today announced the launch of its 7Sport app for iPhone, the most comprehensive multi-sport app for Australia's premier sports, including AFL, cricket and NRL.

The 7Sport app provides fans with the latest sports news, videos, live results, competition ladders and team and player information. The 7Sport app, delivers on what Australian sports fans want, including:

- **Favourite Australian Sports:** The first Australian sports app bringing Australia's leading sports together in one place. Easy to access news and results on 'AFL', 'Cricket', 'NRL', 'Soccer', 'Rugby', and 'All Sports'.
- **My Favourites:** Users have access to favourites' functionality that will notify them of live, upcoming and completed game information.
- **Sports News:** Comprehensive Yahoo!7 sports news articles and sport news videos.
- **Scores:** Live, upcoming and completed score filters, with display optimised for each sport.
- **Player:** provides a player bio (position, weight, height, age) and details of their recent game statistics.

Sue Carter, Director of Connected Life and Information, Yahoo!7, said "At Yahoo!7, we know that our users love sport. We also know that sport fans want to catch the action live where possible and access results on their devices throughout the day and night. We've tapped into these user behaviours and developed the 7Sport app so that it makes it easy for fans to follow the action anytime, anywhere."

"We're anticipating that people will love the ability to set favourites and alerts, to be kept informed on the sports they love no matter where they are," Sue continued.

"Seven is the home of many of Australia's biggest and most iconic sports events and our portfolio of sports is now across our broadcast platform of Seven, 7TWO and 7mate. Our new sports app is the next step in further extending and developing our sports brands and content and engaging with our audiences," said Saul Shtein, Head of Sport, Seven Network.

7Sport is available now on iPhone and iPad. To download the 7Sport app, please visit the iTunes store: <https://itunes.apple.com/au/app/7sport/id615813228?mt=8> or visit: <http://au.sports.yahoo.com/>

7Sport app advertising opportunities are available now.

## ENDS

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**About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://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.

**About 7 Sport**

In 2013, Seven is the only broadcast television platform for the Australian Football League, including the AFL Finals Series, the AFL Grand Final and Brownlow Medal, all major horse racing events including The Melbourne Cup Carnival, The Spring Racing Carnival and the Sydney Racing Carnival, the Australian Open Golf, the Australian Open and Wimbledon in tennis, the V8 Supercars Championship including the Bathurst 1000 and the Sydney Hobart Yacht Race.