

Yahoo7 Launches Mobile Developer Suite

Sydney, Australia, 21 January, 2015 – Yahoo7 has today launched its new Mobile Developer Suite for Australia and New Zealand, providing a range of free tools empowering developers to gain valuable user insights as well as grow and monetise their applications.

With a single SDK, Yahoo7's new Mobile Developer Suite combines Yahoo's industry-leading mobile app analytics tool, Flurry, with Yahoo App Publishing, powered by global Gemini native advertising marketplace and Brightroll video demand.

In addition to this, the Mobile Developer Suite offers Yahoo App Marketing, giving creators a deeper understanding of their app performance metrics, helping acquire new users, grow engagement and determine the right strategy to power their mobile apps.

Developers will be able to deliver a better mobile user experience through delivering targeted native and video ads, with demonstrable results in US, EMEA and now APAC markets. Flurry is currently used by more than 200,000 developers globally and is active in 730,000 apps across two billion mobile devices worldwide.

Ed Harrison, CEO of Yahoo7 said, *"Mobile use is exploding, with Australian users spending over 33 hours each month on their smartphones. This Mobile Developer Site is a single SDK which empowers app developers to manage world-class analytics AND monetise through a local advertising marketplace."*

"Our Mobile Developer Suite will be an incredibly powerful tool for Australian and New Zealand developers, giving them access to the unique insights they need to develop and evolve their technology to suit their ever-changing users' mobile habits."

Jonathan Steel, Director, Business Development and Partnerships for Yahoo7 said, *"Our new Mobile Developer Suite leverages the strengths of Yahoo technology to help local developers measure, improve, and monetise their apps to drive growth. Knowledge is power and our tools put the most important information in their hands to drive their businesses forward."*

The new Yahoo7 Mobile Developer Suite features three key features available to local developers at no cost, including:

Flurry Analytics: Know your users with the most widely-used app analytics tool which measures, tracks and analyses app performance, user acquisition and in-app activity to help developers build better, more successful apps.

Yahoo App Marketing: Reach the right audience, drive downloads and engage new users, tapping into Yahoo's Gemini self-serve tool to track performance and growth.

Yahoo App Publishing: Monetise apps with access to leading Yahoo7 advertisers and a range of advertising formats to fit seamlessly with the in-app experience.



The new Mobile Developer Suite is available now, for more information head to:
au.advertising.yahoo.com/developer-suite

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For further information please call or email:

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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.