



Yahoo!7 and Seven News partner with Facebook for Federal Election

A collaboration of news and insights in an Australian first

Sydney, Australia, 06 August, 2013 –Yahoo!7, Seven News and Facebook today announced a collaboration to offer an interactive and uniquely social experience for on-air, mobile and online coverage of the 2013 federal election.

From the official commencement of the election campaign, Facebook, Seven News and Yahoo!7 will take the pulse of the Australian electorate and amplify their voices as they share their opinions about candidates and critical issues facing the country in the lead up to the 2013 federal election. With 12 million Australians actively using Facebook, this will provide highly representative insights about the nation's views about politicians and political issues. The partnership will provide the perfect complement to Seven News coverage through aggregated insights on what Australians are thinking and saying about the election on Facebook. The coverage will include Seven News coverage and opinion editorial from Seven News journalists alongside election trends occurring on Facebook, plus the chance for the combined audience to have their say on crucial election topics through Facebook polling.

Harnessing active political conversations and engagement happening on Facebook, the social media site will collaborate with Seven News and Yahoo!7 to build and develop an exclusive Facebook data dashboard. The results garnered from the dashboard will be used to generate a series of visual insights which will be incorporated in election updates across Seven News reports and the Yahoo!7 network.

Harry Burt, Director of Product, Yahoo!7, said: "We know the way the Yahoo!7 audience views and consumes online content is changing. This partnership represents a highly engaging way we can deliver utility to our users and connect them to federal election content, conversations and experiences at any time and on any device."

Rob Raschke, Network Director of News, Seven Network, said: "We are pleased to be collaborating with Facebook on this year's national election. Seven is committed to providing Australians with the latest and most in-depth political news," Raschke continued.



“They will also have access to exclusive commentary from some of Australia’s leading political figures and reporters including Mark Riley, Jeff Kennett and Alex Hart providing the most comprehensive election coverage in Australia.”

Mia Garlick, Facebook’s Head of Communications for Australia, said: “With 12 million Australians active on Facebook, Facebook is the place where Australians are having conversations about political issues. By integrating this in to Seven and Yahoo!7’s election coverage, this collaboration can provide Australians with the most insightful news resource for the 2013 federal election.”

To access the unique insights, Australians simply need to watch Seven News, visit yahoo7.com.au/election or Like the Aussie Democracy on Facebook Page: <https://www.facebook.com/AussieDemocracyonFacebook>.

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For further information please call or email:

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

Jennifer McDermott
Red Agency on behalf of Yahoo!7
02 9963 7809 / 0468 887 968
jennifer.mcdermott@redagency.com.au

About Yahoo!7

Yahoo!7 (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.

Mia Garlick
Facebook Head of Communications, Australia
0448 107 552
miagarlick@fb.com

Nick Creevey
n2n on behalf of Facebook
0415 515 008
NCreevey@n2n.com.au

About Facebook

Launched in February 2004, Facebook is a global communications platform that gives people the power to share and make the world more open and connected. Facebook has connected more than 1 billion people around the world and over 12 million in Australia, and has played a role in encouraging civic and political engagement. Governments, lawmakers, and political campaigns around the world are using Facebook to communicate authentically with citizens in ways unimaginable a decade ago.