



Yahoo7 to deliver PLUS7 on Fetch TV

Sydney, Australia, 18 September 2014 – Yahoo7 has today announced a new partnership, bringing Australia’s number one catch-up service, PLUS7 to Fetch TV.

The new content distribution agreement will give Fetch TV subscribers access to PLUS7's on demand premium content from Australia’s most-watched television network, including “The X Factor”, “Home & Away” and “Winners and Losers”. The dedicated service offers an optimised experience for Fetch TV subscribers, with easy navigation and simple search functionality via the TV remote control.

Caroline Casey, Yahoo7 Director of Product and Audience said, “Yahoo7 is partnering with some of the most innovative platforms in the industry to deliver on-demand content of some of Australia’s favourite TV shows. We’re excited to announce the integration of the PLUS7 service with the Fetch TV platform, allowing Fetch TV subscribers convenient access to some of their favourite free-to-air TV shows.”

Sue Brenchley, Marketing Director Fetch TV Australia, said, “Fetch TV is all about making TV better, allowing customers to watch what they want, when they want, and where they want. We are delighted to add PLUS7 to our extensive line up of catch-up services, allowing our subscribers the convenience of accessing this great content on the big TV and in the comfort of their living room.”

PLUS7 is Australia’s leading catch-up TV service, averaging 6.5 million streams every month across web, mobile, tablet, HBBTV and other platforms. PLUS7 offers video streaming with full-length episodes of Australia’s favourite programming from Channel Seven, 7mate and 7TWO, as well as content from other partners.

Fetch TV provides their subscribers with access to 30 television channels, video on demand and pay per view movies available directly through their TV.

The PLUS7 service for Fetch TV is now available for new and existing subscribers.

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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.

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.