

## **Yahoo7 to deliver premium catch-up TV on PlayStation®4**

**Sydney, Australia, November 6, 2014** – Yahoo7 has today announced a new content distribution agreement that will see PLUS7's premium video content made available to PlayStation®4 (PS4™) users across Australia this year.

Yahoo7's catch up TV service, PLUS7, will be accessible on the new PlayStation 4, which will let users stream content directly to their TVs. PLUS7 programs include some of the best shows from Australia's most-watched television network, Channel 7, including, "Dancing with the Stars," "Home & Away," "The Blacklist" and "Beauty and the Geek."

Caroline Casey, Director of Product and Audience, Yahoo7, said "Yahoo7 is committed to making our premium content easily available to audiences via the platforms they already use and love. This new agreement will let PlayStation 4 owners catch-up on their favourite shows directly from their TV, anywhere and at any time."

Michael Ephraim, Managing Director, Sony Computer Entertainment Australia said, "Not only is PS4 the best place to play, but it's the best place to bring your love of games together with a passion for all things entertainment. PLUS7 offers our players a host of exceptional home-grown and international TV programs to catch-up on, complementing our broader suite of entertainment services."

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.

PlayStation 4 is currently the number one selling next generation console in Australia<sup>1</sup>.

**ENDS**

**Notes to Editors:**

<sup>1</sup> NPD Group Australia, Console Hardware sales data. w/c November 25<sup>th</sup> 2013 – w/e October 26<sup>th</sup> 2014



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**About Yahoo7**

Yahoo7 ([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), 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.

**About Sony Computer Entertainment Australia Pty Ltd.**

Sony Computer Entertainment Australia (SCE Aust.) is a wholly owned subsidiary of Sony Computer Entertainment Europe (SCEE). SCEE, based in London, is responsible for the distribution, marketing and sales of PlayStation®4 (PS4®) computer entertainment system, PlayStation®Vita (PS Vita) portable entertainment system, PlayStation®3 (PS3®) computer entertainment system, PSP™ (PlayStation®Portable) handheld entertainment system and PSN software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE has revolutionised home entertainment since they launched PlayStation® in 1994. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalisation and deeply integrated social capabilities. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. PS3® is an advanced computer system, incorporating the powerful Cell Broadband Engine and RSX processors. PSP® is a handheld entertainment system that allows users to enjoy 3D games with high-quality full-motion video and high-fidelity stereo audio. SCEE also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

More information about PlayStation products can be found at [www.au.playstation.com](http://www.au.playstation.com)

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