



## **Yahoo!7 Socialises the TV Experience with New Check-in App 'Fango'**

**Sydney, Australia, 10 November, 2011** – Yahoo!7 today launched Fango, a free TV check-in app for iPhone and iPad in Australia, that provides a way for TV fans to meaningfully connect and participate in TV shows they are passionate about.

Fango is a free application that makes watching TV more social. People can check-in to their favourite TV shows to let their friends know what they are watching; they can also chat about shows and see what other people are saying about them online. Fango offers show-related trivia, topical polls and gives viewers the ability to earn points and badges to reward their engagement.

Viewers can customise their Fango experience based on each TV show, seeing either comments from people in the Fango 'Lobby', just what their friends are talking about, or what other people are saying on Twitter and Facebook while a show is on air. It also includes trending hashtags and Facebook posts from official programme pages.

"Fango is the social way to watch TV. It will provide a real-time social forum for fans to connect with each other around their favourite programmes and live media events. They won't just be watching, they will have the opportunity to participate in real time," said Kath Hamilton, Director of Operations, Yahoo!7.

Viewers who download the free Fango app can check-in to a selection of Australia's favourite TV shows from Channel 7 including Home and Away, Beauty and the Geek, The Amazing Race, Bones, The One and Sunrise. From February 2012 viewers will also be able to check-in to all free-to-air primetime TV programmes as well as major sporting events.

Fango will have a range of advertising opportunities available connecting advertisers with a highly engaged audience.

"Fango provides a companion experience to connect brands with passionate fans within a social environment in a way not available before. We are working with advertisers to develop new advertising experiences that engage the consumer across multiple devices in a truly integrated way," said Damon Scarr, Commercial Director, Yahoo!7.

Fango is available now for iPhone and iPad. To download the Fango app, please visit the iTunes store: <http://www.apple.com/au/itunes/> or visit: [au.fango.yahoo.com](http://au.fango.yahoo.com)

**ENDS**

**For further information please call or email:**

**Amanda Millar**

Communications and Trade Marketing Manager, Yahoo!7

tel: 02 8288 4758

mob: 0407454229

email: [millaram@yahoo-inc.com](mailto:millaram@yahoo-inc.com)

**Michaela Zucker**

Text 100 Public Relations for Yahoo!7

tel: 02 9956 5733

mob: 0413 858 733

email: [michaela.zucker@text100.com.au](mailto:michaela.zucker@text100.com.au)

**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.