



Ball Girl Catch the Big Winner of the Australian Open

Sydney, Australia - 17 February 2012 - Yahoo!7 Sport served up another winning online Grand Slam with this year's Australian Open digital coverage. Neilson MI ratings ranked Yahoo!7 Sport as the number one online destination for sport lovers during the month of January¹.

Finals week of the Open saw close to 13 million page views, a year-on-year increase of 21 percent, and 745,000 unique users representing an increase of 13 percent year-on-year.

However, the real winner in the digital ratings this year was the ball girl, who managed to upstage two of the biggest names in tennis, Rafael Nadal and Roger Federer, with [her incredible catch](#). With 400,000 video streams throughout the 2012 Australian Open, this catch earned the youngster the peak in traffic, with 75,000 video streams.

During the Australian Open, FANGO, Yahoo!7's Social TV app saw 100,000 fan check-ins during the tournament with the Hewitt vs. Djokovic match securing the highest number of check-ins. During the tournament one of the popular interactive elements of FANGO was 'Open Mic', the ability to send questions to Jim Courier to ask players during post match interviews.

For further news and sports updates visit: yahoo7.com.au/sport

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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.

¹ Source: Nielsen Market Intelligence – January 2012