



Yahoo!7 and Sony Pictures Television Sign Content Deal

TV hit Dawson's Creek returns exclusive to PLUS7

Sydney, Australia, March 15, 2013 – Yahoo!7 is extending its content deal with Sony Pictures Television, delivering exclusive video content on its leading catch-up TV service, PLUS7, which achieved 4.1 million streams in February 2013.

The content deal provides Australians with access to all six seasons of the TV classic, *Dawson's Creek*, which is returning to Australian screens for the first time in many years.

“Since its launch in 2010, PLUS7 has grown its content offering to include TV shows from a range of content providers and now averages three million video streams a month. We're excited to announce this content deal with Sony Pictures Television to provide Australians access to even more great TV programmes,” said Kristin Carlos, Director, Connected Entertainment, Yahoo!7.

Mark Young, Sony Pictures Television said, “We are happy to be extending our relationship with Yahoo!7 and to be a part of bringing a new generation of Australian viewers the opportunity to enjoy *Dawson's Creek*.”

Dawson's Creek is now live and can be accessed on [PLUS7](#). A range of advertising opportunities are available.

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For further information please call or email:

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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.