



Aussie Animal Channel joins Yahoo7

Sydney, Australia, June 20, 2014 – Yahoo7 and Media Animal TV today announced a content deal delivering short-form video content to Yahoo7 Lifestyle.

Media Animal TV, a new online show hosted and produced by former television newsreader Tracey Preston, showcases unique Australian animals and equally unique human personalities. The short-form video series delivers some of the most unexpected animal stories from Australia and beyond, introducing viewers to the inspirational tales of ordinary people doing extraordinary work with animals.

“We are so thrilled to be able to share our stories with a much wider audience through Yahoo7. Some of these never before told animal stories are simply amazing, a lot of them are hilarious and others are just plain weird, but they’re all completely entertaining,” said Tracey Preston.

Caroline Casey, Director, Audience and Product, Yahoo7, said: “Yahoo7 Lifestyle, which achieved one million unique users in April 2014, is a premium destination for those who are passionate about Health, Beauty, Parenting, Homes and Pets and is anchored by leading brands Better Homes and Gardens, New Idea, Men’s Health, Women’s Health.”

“We’re excited to announce this content deal with Media Animal TV to provide Australians access to even more great lifestyle content,” said Caroline.

The Media Animal TV video series are available now: <https://au.lifestyle.yahoo.com/video/>

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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.