

Tumblr 'Loves' Local Brands

Yahoo7 introduces Tumblr to local advertisers

Sydney, 21 August 2015: Yahoo7 has today announced the commercial launch of Tumblr in Australia and New Zealand, with CEO and Founder, David Karp visiting Sydney for the first time this week. To celebrate its local debut, Tumblr and Yahoo7 are welcoming local brands and advertisers to the platform, with Woolworths, Telstra, Monash University and Studio Canal on board as launch partners.

Following the global acquisition of Tumblr by Yahoo Inc in 2013, Australian brands can now leverage the platform's content creation and social sharing capabilities to help drive greater engagement with different audiences. Brands can tell their story using Tumblr's seven different post types, including videos, GIFs, images, audio and more.

David Karp, Founder and CEO of Tumblr, said "Millions of Aussies have already made Tumblr their home – sharing their voice, exploring their identities, passions, and fandoms. I'm so excited to finally have a team on the ground to support this community and bring Australia's biggest brands into the fold."

Ed Harrison, CEO of Yahoo7, said, "Today, we're giving Australian advertisers a new way to connect with audiences on Tumblr. We already have one of the largest networks in Australia and Tumblr will only strengthen this, offering advertisers even greater reach and access to younger, passionate, and engaged audiences."

"Tumblr offers the best of two online worlds; combining the creative control of a traditional website with the active audience of a social platform. Tumblr's users are actively seeking out content that inspires and entertains them, opening the doors for brands to be more creative and tell their story in new and more authentic ways."

Alongside launch partners, Yahoo7 will also be launching its own brands on Tumblr this week, with [Home & Away](#), [Yahoo7 Entertainment](#), [Dancing with the Stars](#) and [7News Raw](#) showcasing new and exclusive content via dedicated Tumblr profiles.

The local launch will be marked with a dedicated team of Tumblr specialists headquartered in Yahoo7's Sydney office, tasked with growing capabilities across desktop and mobile while also increasing audience engagement. Post-launch, Tumblr will be focused on fostering the growth of content creators and curators - users responsible for generating more than 85 million pieces of content added to Tumblr daily.

Tumblr reaches an audience of more than 500 million worldwide with more than 250 million blogs and over 118 billion posts on the network, with these numbers growing rapidly. Locally, Tumblr has more than 4.6 million users in Australia and over 750,000 in New Zealand.

Launch partners:

Woolworths: <http://freshcravings.tumblr.com/>

Telstra: <http://telstra.tumblr.com/>

Monash: <http://destinationmonash.tumblr.com/>

Studio Canal (We Are Your Friends): <http://wayf-au.tumblr.com/>

ENDS



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About Tumblr

Tumblr is a media network powered by an army of independent creators and home to an audience of more than 500 million unique visitors. Founded by David Karp in 2007, Tumblr is headquartered in New York City. The company was acquired by Yahoo in 2013.

About Yahoo7

Yahoo7's mission is to make the world's daily habits inspiring and entertaining. By creating highly personalised experiences for our users, we keep people connected to what matters most to them, anywhere, anytime and across any device. A 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 combines the strengths of Yahoo's global network with Seven West Media's TV, magazine and newspaper brands. In turn, Yahoo7 creates value for advertisers and partners by connecting them with the audiences that build their businesses.