



Yahoo7 Launches Market-First Swipeable Wishlist Ad Format

Sydney, Australia, December 17, 2014 – Yahoo7 has today launched a new Swipeable Wishlist iPad advertising format with one of Australia's leading retailers. Just in time for Christmas, the market-first iPad advertising format is available across a range of Yahoo7's leading content environments such as News, Lifestyle and Sport.

A new standard in mobile innovation for Yahoo7, the Swipeable Wishlist offers a new interactive experience that is eye-catching, engaging and particularly relevant for seasonal gifting periods such as Christmas. Giving advertisers the ability to showcase up to ten items within a single execution, audiences are able to explore different products as well as save and share their wishlist.

On user interaction, the advertising unit expands to display products and allow consumers to like or dislike each item by swiping left or right. Each action is tracked to give advertisers direct feedback on which products users are engaging with. The Swipeable Wishlist advertising format supports an image gallery and product information, as well as direct click-through to advertiser websites and product pages.

Paul Sigaloff, Commercial Director , Yahoo7 said: "We are continuously looking to create innovative and engaging new ways for our advertisers to bring their content to Yahoo7's growing audience of more than three million tablet users."

"The Swipeable Wishlist offers advertisers an interactive format that gives audiences a compelling reason to interact with products. While gifting functionality makes it perfect for Christmas and seasonal events such as Valentine's Day, the new advertising format will be available throughout the year, giving advertisers a creative new canvas to connect consumers to their brands," Paul said.

The new Swipeable Wishlist is available now.

ENDS



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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.