



Yahoo7 launches personalised homepage

Sydney, Australia, 20 August, 2014 – Yahoo7 has today launched an innovative new homepage that will deliver personalised content from across the Yahoo7 network; optimised for desktop, mobile and tablet screens.

A sophisticated algorithm delivers the most relevant content for each user through a personalised stream, based on their preferences and most-viewed interest areas.

Paul Sigaloff, Yahoo7 Commercial Director, said, “Australians are increasingly accessing Yahoo7’s content across different devices and this will continue to grow. Currently, there are more than eight million users on desktop, more than six million on mobile and three million on tablet. Our new homepage ensures our users are getting the most relevant and engaging content at their fingertips based on what interests them, to drive greater engagement and encourage users to visit more often and stay longer.”

The new homepage follows the successful global Yahoo homepage rollout at the end of 2013. The new homepage was built by Yahoo’s global engineers and adapted to suit Australian audiences by the local Yahoo7 team.

For advertisers, the new homepage will offer more opportunities to engage with audiences, with a clean, uncluttered display. Additionally the new homepage allows for a simplified ad-buy process with ads automatically optimised across device. The new homepage will also support the IAB SafeFrame technology. For further information about SafeFrames: <http://www.youtube.com/watch?v=u72pnZIWntE>

Advertising opportunities for the new homepage are available now.

ENDS

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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.