

Yahoo7 responds to news consumption trends with launch of updated 7NEWS App

Sydney, Australia, 15 May 2014 – Yahoo7 has today announced the launch of the updated 7NEWS app for iOS7. The refreshed 7NEWS app delivers a personalised experience specifically tailored for the mobile news consumer.

As the number of Australians accessing news content while on the go continues to increase, the refreshed 7NEWS app delivers current and breaking news to fingertips from Australia's number one news broadcaster, 7NEWS.

Caroline Casey, Director of Product and Audience, Yahoo7 said, "The 7NEWS app draws content from the online destination for Australia's number one broadcast news and is designed to keep users up-to-date with the news categories most relevant to them. Whether its checking local, state or world news, updates on finance, weather and technology news, or sport results, the 7NEWS app delivers more news anytime, anywhere"

"The 7NEWS app features even more content harnessed from 7NEWS outlets around the country. The news content includes 80% more video and 50% more articles and now features video from Australia's number one public affairs program Sunday Night." she said.

The updated 7NEWS app is available for iOS7, keeping on the pulse of technology developments to provide Australians the best news experience on mobile. The 7NEWS app can be downloaded from the [App Store](#) now.

Advertising opportunities 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.

