



## Yahoo!7 Delivers Cross Platform Football Fever

FANGO to deliver multi-angle experience for Manchester United and Liverpool matches

**Sydney, Australia, 16 July, 2013** – Yahoo!7 today announced its Social TV App, FANGO, will be central in delivering a cross-platform experience to satisfy football fanatics before, during and after the highly anticipated July 20 and 24 matches when two of the biggest football clubs in the world play in Australia.

Sponsored by Harvey Norman, fans will be able to view the big moments of the game from multiple angles by utilising FANGO's Match Control. This represents live television stream technology and connects fans with the broadcast of the premiere matches in a cutting-edge way.

With both matches featuring the English Premier League clubs sold out, fans will have a new way to connect to the action via FANGO during the broadcast. FANGO will also be hosting a live experience including live polls and trivia synced to what is happening on television, chat with other fans using the app, Facebook and Twitter, see the live scores from all matches and catch up on the football news including pre-match interviews with players and coaches.

Football fans will be able to vote using FANGO to select the Player of the Match at the end of each game.

The A-League All Stars vs Manchester United will be played at ANZ Stadium on Saturday 20 July (7.30pm kick off) and the Melbourne Victory vs Liverpool will be played at the MCG on Wednesday 24 July (8pm kick off).

Damon Scarr, Commercial Director, Yahoo!7 said, "Australians love sport and these matches will be a television event that extends itself seamlessly to the second screen. These matches provide a fantastic opportunity for our users to extend their passion for sport across to the second screen. In addition, FANGO, which has been downloaded by over 850,000 Australians, provides a unique way for advertisers to connect their brand with that highly engaged audience in a socially interactive environment."

The full matches will be available in Yahoo!7's catch-up TV service, [PLUS7](#), soon after the match for those fans who want to re-live the action.



For exclusive behind-the-scenes action on both clubs in the lead-up to the matches visit [yahoo7.com.au/live](http://yahoo7.com.au/live) and the [7Sport iPhone app](#).

The games will stream live and with multiple-angles at [www.yahoo7.com.au/live](http://www.yahoo7.com.au/live)

FANGO is available for download here: [au.fango.yahoo.com](http://au.fango.yahoo.com)

PLUS7 is available here: <http://au.tv.yahoo.com/plus7/>

7Sport is available for download here: <https://itunes.apple.com/au/app/7sport-sport-scores-news/id615813228?mt=8>

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**About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://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), Yahoo!7 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.