



Yahoo!7 Ready-to-Assemble First Advertiser Database Match For Australia

Sydney, Australia, May 1 2013 – Yahoo!7 today announced the launch of a trial which will see the design and home furnishings giant, IKEA, leverage Yahoo!7's market leading Data Sciences capabilities through its Advertiser Database Match product in partnership with Acxiom.

Yahoo!7 Data Sciences is a suite of market leading targeting and data products that connect advertisers to a qualified audience at scale. Acxiom is an enterprise data, analytics and software-as-a-service company. IKEA have signed-on for a trial of the Advertiser Database Match (ADBM) product, which will allow IKEA to match the millions of Yahoo!7's verified audience with IKEA customer data sources to target aspiring Australian home decorators with certainty.

The deal, developed in conjunction with Match Media, the media agency for IKEA Australia, represents an ADBM-first in Australia. IKEA joins global brands that have successfully executed ADBM campaigns with Yahoo! in the U.S. and U.K. including VISA, The Walt Disney Co., Ford and Nestle.

Yahoo!7 Data Sciences leverages Yahoo!'s global proprietary targeting tools, such as Yahoo! Web Analytics (YWA) and Yahoo! Segments Manager (a DMP), with the extensive offline data and matching of leading global data analytics company, Acxiom. Acxiom acts as a safe haven in offline to online data matching for both Yahoo!7 and advertiser data by providing privacy and security assurance. This combined with Acxiom's advanced 'offline' data modelling and Yahoo!7's 'online' data modelling, enables Yahoo!7 to deliver highly tailored advertiser solutions, with greater accuracy, in a privacy compliant manner.

Damon Scarr, Commercial Director, Yahoo!7 said: "Yahoo!7 and Acxiom are thrilled to be able to partner with IKEA for the first trial of the ADBM product in Australia. The unique flexibility of the product enabled us to help IKEA build a unique consumer database, and then match it against the Yahoo!7 network. Once the database match

has been conducted, a world of marketing opportunities open up to IKEA in how they can reach their target audience.”

Anya Collingwood, Communications Director, Match Media said: “IKEA is Match Media’s foundation client, having successfully retained its business for 10 years through building new and innovative media solutions. We are excited to be partnering with Yahoo!7 to start driving far deeper insights about our customers and reaching them based on their individual wants, needs, likes and ultimately their purchase behaviour.”

Kurt Burnette, Chief Sales and Digital Officer, Seven West Media Group said:
"Yahoo!7 is leading the market in data innovation. The trials underway between Yahoo!7, IKEA, Match and Acxiom are a great example of the new types of collaboration we are forming around data. This is just the start of how Seven West Media will work with our key partners to capture, analyze and action quality data insights. These insights will help provide a new competitive edge in the marketing mix."

ENDS

For further information please call or email:

Luke Cuell

PR Manager, Yahoo!7
02 8288 4817 / 0449 226 959
cuell@yahoo-inc.com

Jennifer McDermott

Red Agency on behalf of Yahoo!7
02 9963 7809 / 0468 887 968
jennifer.mcdermott@redagency.com.au

About Yahoo!7

Yahoo!7 (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.