

## Yahoo7 celebrates rating success through launch of the Be app



**03 February 2017** – Following a successful six months since the launch of *Be*, the platform is now the sixth biggest lifestyle site in Australia. Currently reaching 816,000 people<sup>1</sup>, Yahoo7 bolsters its growing audience by launching the *Be* app.

With several studies demonstrating some Australians check their phone over 200 times a day, the app is set to provide instant celeb and entertainment news in the most accessible format yet, to those mobile addicts around the country.

Available for free download on iOS immediately, the app is another milestone for Yahoo7's *Be*, a one-stop-shop for the latest inspiring and entertaining lifestyle news, with new content daily from Australia's most-loved personalities.

In the app's first release, users can opt in to see what the future holds with their daily horoscope delivered to their home screen via push notification. Entertainment buffs will also be alerted to local and global breaking stories as they arise through the same function.

The app is designed to inspire and drive the daily habits of *Be*'s growing audience, taking advantage of the explosion in app use, which now accounts for 90%<sup>2</sup> of time spent on mobile devices.

Caroline Casey, Director of Product and Audience at Yahoo7 said, "The app is part of our mobile lead strategy, offering its audience an enhanced entertainment experience and we are very proud of our success.

"*Be* was conceived by listening to our audience's growing demand for personality-led content, recognising a change in audience habits and developing a premium product based on our unique partnerships and utilities. The *Be* app is the next exciting step in this evolution.

"The app was developed locally by the Yahoo7 team who also delivered our leading apps PLUS7 and 7NEWS."

Lucy Chesterton, newly appointed Head of *Be*, said the app is the perfect download for mobile addicts who need to be on top of the latest entertainment news.

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<sup>1</sup>Nielsen DRM : December 2016. Unique Audience.

<sup>2</sup>Flurry Analytics, comScore, Pandora, Facebook, NetMarketShare. Note: US, Jun 2015.



“Whether it’s for water cooler banter, industry goss, a quick recipe from our *Be* personalities or horoscope devotees, the *Be* app provides the most premium, current and personalised entertainment and lifestyle experience, direct to our audiences’ home screens.

“Having recently joined the team, I’m excited about our opportunity to ensure the *Be* app is recognised as a premium source for Australia’s mobile addicts to access the best and breaking entertainment news,” Chesterton said.

Yahoo7 has experienced continual success with its existing app portfolio including PLUS7, Australia’s number 1 commercial catch-up TV app<sup>2</sup>.

The *Be* platform includes Yahoo7’s most popular lifestyle verticals: entertainment, travel, fashion, beauty and food and combines editorial with original personality-led content from Australia’s most loved celebrities.

**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.

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<sup>3</sup>Nielsen DRM :December 2016 – PLUS7 ranking based on similar apps (9Now, Foxtel Go, TENplay, SBS On Demand).