

## Yahoo7 to deliver catch-up TV on Xbox One

**Sydney, Australia, 1 September, 2014** – Yahoo7 today announced the launch of a new content distribution agreement that will give Xbox users in Australia access to PLUS7's premium content directly from the Xbox One<sup>®</sup> video game and entertainment system from Microsoft.

The partnership will see the PLUS7 catch-up TV service available as a dedicated application on Xbox One. Using the app, Xbox One owners will be able to access their favourite Channel 7 programs via their console. PLUS7 features some of the best Australian content from Channel 7, including "X-Factor", "My Kitchen Rules" and "Home & Away".

Caroline Casey, Yahoo7 Director of Product and Audience said, "At Yahoo7 we're focused on making our premium content available wherever and whenever users want. This new partnership with Xbox builds on a strategy that allows PLUS7 to reach a new audience of Xbox One owners."

Jeremy Hinton, Xbox Lead for Microsoft Australia, says: "Over time, the Xbox 360 came to be known as the premier entertainment and gaming system, with a fantastic, varied selection of apps for everyone, including movies, TV, music, and more. With Xbox One, we set out to create an all-in-one solution built for the future that not only has the best games, but the best entertainment and TV experiences together in one place. We are excited to welcome PLUS7 into our great line-up of local and international content available on Xbox One."

PLUS7 is Australia's leading catch-up TV service, averaging 6.5 million streams every month across web, mobile, tablet and devices. PLUS7 offers video streaming of full length episodes as seen on Channel Seven, 7mate and other content partners. The PLUS7 for Xbox app will be available from 3 September 2014.

**ENDS**

**For further information please call or email:**

**Jessica Faull**  
Public Relations Manager  
02 8288 4662  
[jfaull@yahoo-inc.com](mailto:jfaull@yahoo-inc.com)

**Jackie Holt**  
Red Agency on behalf of Yahoo7  
02 9963 7857/ 0422 541 075  
[jackie.holt@redagency.com.au](mailto:jackie.holt@redagency.com.au)

### **About Yahoo7**

Yahoo7 ([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), 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.