

Australia catches up with Yahoo7

Yahoo7 Continues to Dominate Mobile UA

The latest results from Nielsen (June 2016) have continued the strong outlook for Yahoo7, with PLUS7 leading the charge in catch up TV apps and Yahoo7's 7News application ranked as the number one Australian news app. The rankings continue Yahoo7's market-leading position across its content suite, with many of its platforms and applications closing out top rank or seeing unprecedented growth.

Yahoo7's website also delivered strong audience results, reaching a 10.6 million unique audience in June alone. This audience also spent a larger proportion of time across all Yahoo7 digital platforms compared to key competitors. Additionally, Yahoo7 is the number one key content publisher for smartphone unique audience (5,643,000).

Ed Harrison, Yahoo7 CEO, commented: "We are extremely pleased with the latest Nielsen results. It reaffirms the investments we continue to make across our platforms in order to give our audience the best possible experience. Our continually dominant market rankings, particularly on mobile, are a testament to our mission of providing quality content experiences that are part of our audience's daily habits.

The top PLUS7 programs during June, included:

1. Home and Away
2. House Rules
3. All Saints

Other key results from the Nielsen rankings include:

- Yahoo7 TV ranked second in terms of total audience
- PLUS7 is Australia's number one catch up TV app
- 7News app is Australia's favourite local news app
- Yahoo7 News ranked fifth in terms of total audience
- Yahoo Mail outperformed key competitors with a sticker experience for users
- Yahoo7 ranked third among key publishers in terms of total audience

Caroline Casey, Yahoo7 Director of Product and Audience, said: "Our continued and increasing strength across the Yahoo7 app and online suites are a result of our consistent focus on improving user experience. We're constantly monitoring, measuring and refining the way the our audiences experience the Yahoo7 ecosystem to provide the best products in market.'

"Our focus has also increasingly shifted to improving the user experience of our mobile platforms, in order to capitalise on the increasing movement of digital audiences to this medium," she said.



Yahoo7 launched its new lifestyle and entertainment platform, *Be*, in July, leveraging the mobile audiences of its key content personalities to drive platform traffic.

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Data Source: *Nielsen Digital Ratings*

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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.