



Largest ever LIVE streamed event in Australia!

PLUS7 and Seven's record-breaking Live streaming debut

Sydney, 4 November 2015: Seven and Yahoo7 enjoyed a record-breaking first run as Live streaming on PLUS7 officially launched for The Melbourne Cup. With more than **488,000** Australians streaming the coverage across the day, and over 300,000 concurrent streams during the main race, the launch was perfect timing for those eager to not miss a moment of action.

Ed Harrison, CEO of Yahoo7 said, "Melbourne Cup really is the race that stops the nation - all Australians want to watch the race no matter where they are and now they can, right from their smartphone. It was the perfect launch for our new PLUS7 Live streaming service that makes it even easier to watch your favourite shows – as well as big events - whether you're on the couch or on the go. To launch Live streaming on PLUS7 with record breaking numbers demonstrates the demand for this service, and we're excited to add even more great features as we continue to grow PLUS7."

Clive Dickens, Seven's Chief Digital Officer, agreed: Yesterday, Seven and Yahoo7 made TV history - the race that stops the nation did not break the internet, but it did break streaming records. Now we are streaming all of our channels 24/7, we can't wait to bring the Australian Open and Olympics to millions more mobile Australians next year.'

David Habben, Chief Media Strategist for Akamai Technologies in Asia Pacific confirmed, "Based on stats on concurrent users and peak traffic, yesterday's live stream of the Melbourne Cup on Channel 7 was likely the largest online event of its kind in Australia. To put that into perspective, the audience of over 300,000 was more than three times larger than the Australian live stream of the FIFA World Cup, and almost double the peak traffic."

The new Live streaming on PLUS7 offers all Seven Network broadcast channels, in a move that will make it easier to enjoy Australia's most popular television shows on PLUS 7 on mobile and on the PLUS7 website - for free.

PLUS7 is already the leading destination for Australians to catch up on their favourite TV shows, watch exclusive content they can't see anywhere else, and now Australians can enjoy live programming from the nation's most watched television platform the Seven Network. PLUS7 Live is now available via www.yahoo7.com.au/PLUS7 and 7live.com.au.

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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.

About Seven

Seven is Australia's most-watched broadcast television platform. The network is expanding its presence in media, driving its leadership in the creation of content and delivering that content anywhere, anytime to the biggest audiences. The company is expanding its presence in the further delivery of its video and publishing content beyond its three digital broadcast channels and across an array of platforms, including Hybrid Broadband Broadcast Television. Seven is also expanding into SVOD with Presto, a joint venture with Foxtel in Australia.

In a landmark development, Seven is now live-streaming of its three broadcast television channels – Seven, 7TWO and 7mate - across all delivery platforms. The launch of this new initiative builds on Seven's market-leading AVOD service, PLUS7, which sits within Yahoo7. PLUS7 will now deliver Live and Catchup.

Seven is now creating more content than at any time in its history and is expanding its presence in international content production with the formation of two new international production companies: 7Wonder and 7Beyond. These two new businesses underline a key part of its strategy for today and in the future: the expansion of our leadership in the production of content.

Seven is a key business of Seven West Media, Australia's leading multiple platform media company which has a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian and Yahoo7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, the Olympic Games, Better Homes and Gardens, marie claire, New Idea, Who, The West Australian, Presto and PLUS7.