



## **Watch the Melbourne Cup LIVE on Mobile!**

Yahoo7 and Seven announce launch of PLUS7 LIVE

From Tuesday, Australians can stream the Seven Network's broadcast channels - **live** across multiple devices, with Yahoo7 and Seven today announcing the launch of PLUS7 LIVE. Just in time for the Melbourne Cup, the race that stops the nation, PLUS7 LIVE will make it easier to enjoy Australia's most popular television shows on PLUS7 on mobile and on the PLUS7 website - for free.

PLUS7 LIVE will also be available on our websites: [yahoo7.com.au/plus7](http://yahoo7.com.au/plus7) and [7live.com.au](http://7live.com.au)

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.

Ed Harrison, CEO of Yahoo7 said, "PLUS7 from Yahoo7 now delivers a seamless TV experience wherever our users are. The addition of PLUS7 Live is a true local innovation that will let Aussies watch their favourite Seven shows like Home and Away and 800 Words live or on demand - for free. The Melbourne Cup is the perfect opportunity to launch our new service, with an event that all Australians want to watch."

Seven is building on its leadership in broadcast television and the creation of content as it focuses on the delivery of content to all Australians at anytime, on any device, as part of the transformation and integration of its content businesses across broadcast television, its [7live.com.au](http://7live.com.au) offering – Seven, 7TWO, 7mate and racing.com - and publishing, video-on-demand, live streaming and other forms of content delivery. All Seven Network channels will also be available via your PC at [7live.com.au](http://7live.com.au)

Combining with the power of Yahoo7 and Seven Network technology to continue to grow the user experience on PLUS7, Seven is committed to delivering Australia's most popular video content through Australia's most popular streaming video service.

Clive Dickens, Chief Digital Officer at Seven said, "We know Australians love using their mobiles whilst enjoying live television and now they can do both on the same device especially when they are away from their home."

**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.

### **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.