



Yahoo!7 and Telstra Partner for PLUS7

Sydney, Australia, October 22, 2013 – Yahoo!7 today announced Telstra as an advertising partner for its leading catch-up TV service, PLUS7 on iOS, following on from the successful release in August.

PLUS7 which is available on iOS, Android and desktop, features programs such as Dancing with the Stars, Home and Away, The X Factor, and over 100 hours of third party content such as Dawson's Creek and An Idiot Abroad allowing it to achieve over 30 million streams so far this year.

As part of the partnership, Telstra and Yahoo!7 are offering users who watch a full episode on PLUS7, including iOS app, a chance to win a cash prize through a watch-and-win campaign. The cross-platform campaign is running across Channel 7, on-and-off Yahoo!7 network including PLUS7 and has delivered tens of thousands of downloads in the first few days of going live.

Stuart Sayers, CEO Yahoo!7 said, "Telstra is a premium and uniquely Australian brand and the perfect advertising partner to support the launch of PLUS7 on iOS. We look forward to an ongoing successful collaboration with Telstra and enabling PLUS7 to reach even more Australians."

Toby Dewar, Telstra GM Media, Sponsorship & Awards said "Telstra and Yahoo!7 are closely aligned in their long standing commitment to connecting Australians to the content they love. Yahoo!7 is a natural partner for Telstra, especially in line with the recent iPhone launch and an increasing demand for consumers to be able to access content on the go across connected devices."

The PLUS7 app allows mobile users to watch their favourite TV shows, at home or on the go on any compatible device. Since launching, PLUS7 on iOS has enjoyed its position as the top free entertainment app and has achieved over 1.6 full streams.

Users can access the Telstra and PLUS7 competition page here:

<http://au.tv.yahoo.com/watchandwin/article/-/19170846/?cmp=y|>

PLUS7 is available to download for free on iOS, Samsung Apps and Google Play devices.

Simply visit: <http://au.tv.yahoo.com/plus7/mobile/get-the-app/>

NB: Internet connection required. Data and subscription charges may apply.

ENDS

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About Yahoo!7

Yahoo!7 (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), Yahoo!7 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.