



Yahoo7 Announces New Ad Exchange

October 24, 2014 – Yahoo7 has today announced its new Ad Exchange platform providing a real-time bidding marketplace with improved targeting capabilities across audiences, devices and exclusive premium inventory.

The Yahoo Ad Exchange, which is built on Yahoo Right Media technology, will provide increased targeting and optimisation capabilities across Yahoo7 and Yahoo New Zealand's available inventory while also delivering improved efficiencies for advertisers. The new platform will also see the introduction of a new Yahoo7 specialist client services team to support Australian trading partners.

With around eight million Australian users on desktop, more than seven million on mobile, and around three million on tablet the new Yahoo7 platform will also help advertisers target audiences with the most relevant and engaging ad placements optimised across audiences and devices including desktop, mobile and tablet.

The growing Australian Yahoo7 mobile audience joins the 550 million Yahoo monthly mobile users delivering programmatic mobile advertising opportunities at scale.

Ben Green, Sales Director – Programmatic, Audience and Native Ads, Yahoo7 said, "The Yahoo Ad Exchange will provide advertising partners a premium alternative offering greater flexibility, visibility and more targeting capabilities to connect advertisers with Yahoo7 and Yahoo New Zealand audiences in brand safe environments. In particular our ability to offer mobile inventory in an exchange environment has seen positive feedback from our advertising partners."

Selected inventory and audiences will be available with exclusive access for agency, trading desk and advertising partners.

Chris Smith, Digital Performance Head, Foxtel said, "Yahoo7 is an important media partner to Foxtel so we're excited about the launch of the Yahoo Ad Exchange. Yahoo7's approach to deliver a brand safe, premium marketplace with more optimisation and targeting options is perfectly aligned with Foxtel's partner strategy and approach to programmatic advertising."

Jessica White, General Manager of Cadreon said, "Yahoo Ad Exchange offers a suite of targeting solutions that is highly compelling to Cadreon and our clients. We've seen some very strong initial results and look forward to deepening our partnership with Yahoo7."

Launch partners include Foxtel, Cadreon, Accuen, Vivaki who are already trading with the new Yahoo Ad Exchange platform.

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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.