



## Yahoo!7 Expands Ad Offering With Mobile Pushdown

Yahoo!7 launching new Mobile Rich Media Execution for seamless ad integration

**Sydney, Australia, 26 June, 2013** – Yahoo!7 today announced a new addition to its mobile advertising offering, Mobile Pushdown. The new format will significantly enhance advertising executions and create a more engaging user experience.

With Yahoo!7 Mobile Pushdown, advertisements appear as an expandable panel in-page, representing a more intuitive creative execution. The standard mobile advertising banner is displayed within the mobile page, but can be tapped to reveal further information, displayed as a larger advertising canvas, with further content being 'pushed' down the page. Mobile Pushdown keeps the user on the page and removes the need for an overlay to show additional advertising content.

Damon Scarr, Commercial Director, Yahoo!7 said "The Mobile Pushdown ad format represents a new way to effectively integrate advertising with content on mobile devices, creating an engaging experience for our audience and advertisers alike. This new style of execution allows advertisers more ways to reach our growing mobile audience of over 5.4 million Australians."

Mobile Pushdown supports click through URLs within expanded in-page panels, as well as audio and video. Multimedia content is initiated when the user touches the expanded banner to create a seamless viewing experience for users.

Mobile Pushdown will be available from today on iPhone, Samsung Galaxy S2, S3 and S4.

**ENDS**

**For further information please call or email:**

Luke Cuell  
PR Manager, Yahoo!7  
tel: 02 8288 4817  
mob: 0449 226 959  
email: [cuell@yahoo-inc.com](mailto:cuell@yahoo-inc.com)

**Jennifer McDermott**  
Red Agency on behalf of Yahoo!7  
02 9963 7809 / 0468 887 968  
[jennifer.mcdermott@redagency.com.au](mailto:jennifer.mcdermott@redagency.com.au)

### **About Yahoo!7**

Yahoo!7 ([yahoo7.com.au](http://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.