



Yahoo!7 Gets Touchy With iPad Expandable Ad Format

Sydney, Australia, July 10, 2013 – Continuing the expansion of its mobile advertising suite, Yahoo!7 today announced a new addition with iPad Expandable Ads. The design of the innovative mobile ad offering is specifically built for the web browsing in the leading consumer tablet device.

The new ad format presents advertisers with a video and content overlay opportunity that leverages gesture technology in the iPad. The expanding floating ad has scroll detection technology and remains in view at the bottom of the screen.

Damon Scarr, Commercial Director, Yahoo!7 said, “The iPad Expandable Ad format represents a new way advertisers can integrate their advertising with content on the iPad. This new mobile format allows advertisers the opportunity to extend their digital campaigns to reach our growing mobile audience of over 5.4 million Australians.”

Nissan Australia was the flagship client to execute a campaign utilising the iPad Expandable Ad format, using it as part of its digital media for the Pulsar Hatch launch. The ad supports a floating, multimedia and tap-to-control content panel, which is initiated with a wallpaper background, click-through URLs and video.

The new iPad Expandable Ad format is available now and is compatible with all versions of iPad, including iPad mini.

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.