



## Yahoo7 Launches Market-First Interscroller Ad Format

**Sydney, Australia, 6 August, 2015** – Yahoo7 has today launched the new Interscroller ad format, together with Celtra, a HTML5 creative and analytics platform for display and video advertising. In an Australian first, the new mobile advertising format will be available across a range of Yahoo7's leading content environments such as News, Lifestyle and Sport.

The new Interscroller format provides the perfect balance for advertisers and consumers alike, allowing brands to place high-impact display ads within a page, in a non-intrusive way. Designed with the user experience in mind, the Interscroller combines full screen canvas with a seamless scroll interaction, allowing brand creative to command audiences' complete attention.

As the user scrolls down the page, the advertising unit is revealed politely from behind page content, rather than interrupting on top of it, combining the benefits of interstitial with a natural mobile scrolling behaviour. The format has been designed by Celtra to offer a more native, user-friendly ad placement, delivering a superior experience. Yahoo7 will launch three types of the interscroller ad experience including, image, video and interactive.

Venessa Hunt, Mobile Strategy Manager, Yahoo7 said: "We are continuously working to deliver engaging new ways for our advertisers to connect with audiences across the Yahoo7 network and we're proud to be the first to bring the Interscroller to the Australian mobile advertising market. This new format is part of our ongoing commitment to helping our clients interweave their brand stories as a natural part of our users daily habits on Yahoo7."

Rick Knott, Regional Director, APAC, of Celtra said: "We're excited to launch the Interscroller in Australia with Yahoo7. As users grow more accustomed to mobile experiences, innovative solutions such as Interscroller will be imperative to drive the future of mobile advertising. The Interscroller has been carefully designed with a strong focus on the user experience to consistently deliver a great experience."

The new Interscroller advertising format is available now.

**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.