



## Yahoo7 Launches Vertical Video Carousel Ad Format

**Sydney, Australia, 27 January, 2016** – Yahoo7 has today launched the new Vertical Video Carousel ad format with McDonalds. In a market first, the new Celtra HTML5 advertising format allows brands to utilise multiple video assets, while offering a more native mobile ad placement and superior experience for users.

The new Vertical Video Carousel ad format takes advantage of changing viewing behaviors as mobile usage continues to grow, with the aim of making video work even harder for advertisers. Designed with the user experience in mind, the Vertical Video Ad Carousel combines a full screen canvas with seamless scroll interaction, allowing a brand's creative to command audiences' complete attention.

Paul Sigaloff, Commercial Director, Yahoo7 said: "With mobile video consumption continuing to grow, we wanted to harness the power of video and bring it to life with something fresh for the market. We wanted to create a new and interesting way for brands to use video assets and give consumers a better way to interact with it."

Richard Knott, Regional Director, Celtra said: "We are excited to see Yahoo!7 using the Celtra html5 ad creation platform to build such new and innovative ad products, particularly in video. Video formats are set to be one of the most important areas of ad product development in 2016 and Yahoo!7 are once again proving to be at the forefront of the market"

The Vertical Video Carousel is a fully-responsive portrait mode unit, ensuring the best possible experience across all mobile devices. The new format allows multiple videos, presenting content in a way that is native to mobile users.

On user engagement, the ad unit expands to full screen and begins to play content automatically with audio on mute. By swiping left or right the user gets to control which video is being shown in the expanded panel.

The Vertical Video Carousel Ad Format is available now across a range of Yahoo7's leading content environments, including News, Lifestyle and Sport.

**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.