



Yahoo!7 Reveal Even More Audience Insights

Sydney, Australia, November 26, 2013 – Yahoo!7 today announced an enhancement to its insights and research capabilities with the launch of Yahoo!7 Idea Space. Yahoo!7 Idea Space is an online community of 5000 members actively interested in sharing their opinions and ideas.

Yahoo!7 Idea Space enables quick activation of audience insights utilising user surveys, forums and focus groups. For advertisers, Idea Space provides even greater access to insights from the Yahoo!7 audience including deep consumer understanding, campaign testing and feedback, product and concept co-creation.

Commenting Andrea Rule, Head of Sales NSW & QLD, Yahoo!7 said, “Idea Space will bolster Yahoo!7’s extensive in-house custom insights capability and furthers our commitment to putting users at the heart of our business. The Idea Space community is broadly representative of the Yahoo!7 audience and we’ll now know even more about what matters most to them.”

“We’ll collaboratively work with clients to drive continual improvements to the products across our network. It will enable an immediate and deeper level understanding of the eight million people on desktop and six million on mobile who visit the network each month,” Andrea said.

Idea Space joins a stable of customisable resources from Yahoo!7 Insights including, Yahoo! Web Analytics, Yahoo! Advertiser Analytics and Ad Effectiveness.

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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.