

Yahoo7 to deliver catch-up TV on new Apple TV

Sydney, Australia, 21 December, 2015 – Yahoo7 has today announced the launch of a new PLUS7 App for Apple TV, giving Australians access to PLUS7's premium content directly from the device.

The new app will see the PLUS7 on-demand TV service available as a dedicated application on the new Apple TV. Using the app, Apple TV owners will be able to access their favourite programs, including Aussie greats Home & Away and My Kitchen Rules, as well as top US dramas Grey's Anatomy and Chicago Fire. This summer, PLUS7 Kids will premiere full episodes of The Woodlies, Battersnikes & Gumbles and The Deep.

Ed Harrison, Yahoo7 CEO said, "At Yahoo7 we're focused on making our premium content available wherever and whenever our viewers want it, and our new PLUS7 App will allow us to reach a new audience of Apple customers.

"Our new PLUS7 Apple TV app launches off the back of our biggest PLUS7 traffic day ever, reaching over 320,000 viewers on December 9. This record highlights the increasing appetite for on-demand TV as Aussies are constantly looking for content to watch, anytime, for free."

Clive Dickens, Chief Digital Officer, Seven said, "PLUS7 ends the year as the leading Commercial FTA on-demand brand with long form streams increasing by 16% year on year. We are really pleased to be able to extend the Channel Seven Content to this the new PLUS7 App for the new Apple TV."

PLUS7 is Australia's leading on-demand TV service, and is now averaging more than 6 million streams every month across web, mobile, tablet and devices.

The PLUS7 App is available from the Apple TV App Store.

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For further information please call or email:

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About Yahoo7

Yahoo7 (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), Yahoo7 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.