



Yahoo!7 Studios will create original video content for online users

Sydney, 4 June, 2007 – Yahoo!7 has today unveiled a new facility to the industry which will produce original video content for the Australian online community; the Yahoo!7 Studios. Located in-house at Yahoo!7, Walsh Bay, the studios are equipped with the latest in digital technology, and will generate material that will increase engagement of its 5.2 million users and unlock new advertising opportunities.

Bruno Fiorentini, Chief Operating Officer, Yahoo!7 commented: “Of those 80 per cent of Australians online, 62 percent aged between 16 and 44 years, are regular video streamers. In 2006, Yahoo!7 streamed more than 36 million videos, and has averaged four million video streams per month in 2007. We have now responded to this hunger and taken video streaming to the next level. Dedicated to producing online content, the Yahoo!7 Studios allows Yahoo!7 to offer original material that is highly targeted to the specific interests and passions of our users.”

The latest Nielsen//NetRatings* shows music contributes to 89 percent of Australia’s digital downloads and streams, followed by amateur videos at 25 per cent, news and sports at 22 and 17 per cent, respectively.

“We want to offer the Yahoo!7 community another layer in video content”, continued Fiorentini. “More often than not, users ‘graze’ when watching video online, and tend not to watch lengthy downloads. Yahoo!7 Studios will produce short and powerful content to engage users in these popular products, as well as explore fresh content opportunities to be integrated in other favourite destinations, including Yahoo!7 Sport, Yahoo!7 Travel, Yahoo!7 Finance, Yahoo!7 Movies, Yahoo!7 TV and Yahoo!7 Lifestyle”.

The launch of the Yahoo!7 Studios will also allow advertisers to explore new opportunities online. Yahoo!7 will work closely with advertisers to produce relevant branded content which will engage online audiences and deliver a unique experience every time.

Yahoo!7 has partnered with industry renowned production team, Projekta, to co-manage the Yahoo!7 Studios. The experienced team of video production specialists boosts an impressive portfolio of works

across TV and online, Projektas broadcast experience combined with their passion for online and new technologies will bring a new and confident approach to video production with Yahoo!7 Studios.

Nathan Richman managing partner of Projekta added: "Projekta came about specifically to meet the growing market need to have specialist web video content produced to broadcast standards. Our aim is to provide Yahoo!7, their clients and community with the highest production standards. We are very excited to be able to do this with such a respected online portal as Yahoo!7."

In addition, a Yahoo!7 Studios Creative Counsel has been established, bringing together a mix of Yahoo!7 and Seven senior management enabling the group to leverage expertise across Seven and Yahoo!7.

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Notes to Editors

* Source: Nielsen//NetRatings, The Australian Internet and Technology Report 2006 – 2007, Nielsen//NetRatings, December 2006.

Yahoo!7

Yahoo!7 is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven Network Limited (ASX: SEV) 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.

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