Yahoo!7 and Loyalize Partner to Create Social Television App 'Fango' For Australian TV Audiences

Loyalize and Fango Offer Real-Time, Social TV Experience

San Francisco, CA and Sydney, AU, December 8, 2011 – Loyalize™ and Yahoo!7 today announced Fango – a new social app launched to provide Australian TV fans a unique, fun and real-time way to interact with their favorite television programs.

Fango was launched by Yahoo!7 – a 50-50 partnership between the Seven West Media Group and Yahoo! Inc. – to create a shared, companion experience that allows friends and fans to connect on iPhones and iPads with their favorite TV shows. Loyalize is an audience participation company that enables real-time interaction between television viewers, programming and advertisers.

"Fango by Yahoo!7 and Loyalize is the first example of a major digital media network in Australia rolling out such a social platform," said Kath Hamilton, Director of Operations, Yahoo!7. "Loyalize is the driving technology beneath Fango's social forum – a place where fans can chat about shows, vote in real time on what's happening, and win points, badges and real prizes."

Initially launching on select Channel 7 programs, beginning February 2012 Australian viewers will be able to interact with all free-to-air primetime TV programs and major sporting events from Channel 7 and other networks.

With Loyalize's technology, Fango lets fans:

- Interact with real time polls and trivia scripted to synchronize with the action on the TV screen.
- Check in to favorite TV shows and sports events.
- Chat with fellow fans or filter conversations to Facebook friends.
- Read or comment on the official Facebook and Twitter conversations easily in one place.Access additional news, blogs and video related to the broadcast.
- Win points and badges by interacting with the show.

“This is a major step in the interactive TV conversation,” said Todd Greene, CEO, Loyalize. “Fango absolutely changes the TV-viewing dynamic, and it’s being rolled out nationally – not just one episode, one show or a commercial here and there. ”

The rise in the number of TV viewers using second screen mobile devices while watching TV triggered the launch of the app from Yahoo!7, and is aimed at engaging multi-tasking viewers and as a way for advertisers to tap into audience sentiment beyond the traditional 30-second commercial. Fango will have a range of advertising opportunities available to connect advertisers with their highly engaged audiences.

“Fango provides a companion experience that connects brands with fans in a social, two-way conversation. With the technology provided by Loyalize, Yahoo!7 can now work with advertisers to develop new, highly creative and engaging advertising experiences across multiple devices in a truly integrated way,” added Hamilton.

“Fango is one of the most comprehensive and impactful fusions of social media and television the entertainment industry has seen, and Loyalize is excited about driving new advertising and audience engagement opportunities through the development of Fango,” added Greene.

Fango is available now for iPhone and iPad in Australia. To download the Fango app, please visit the iTunes store:
http://www.apple.com/au/itunes/ or visit: au.fango.yahoo.com.

More Loyalize Information:
http://www.loyalize.com/press

Fango Screenshots and Graphics:
http://au.fango.yahoo.com/

About Loyalize
Loyalize is an audience participation company. Our platform drives audience participation on the screens consumers already use (phones, tablets, laptops), during the live events and broadcasts

they're already commenting on. Loyalize's white-label experiences, games, polls, and more give consumers a fun way to share, shop, discover and play with others in real-time, while winning loyalty points redeemable for real rewards. With Loyalize, brands drive the social conversation and find out what resonates with their audiences through advanced real-time analytics. The privately-held company has offices in San Francisco and Los Angeles, CA. For press inquiries, please visit: http://www.loyalize.com/press

The Loyalize™ trademark is the property of Loyalize. All other trademarks or trade names mentioned are the property of their respective owners.

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.

Contact:
Jennifer Shanks
LEAP! Public Relations
408-827-8033 | jennifer(at)leappr(dot)com