



## **Yahoo! Get Local No. 1 Online Local Destination in the U.S. According to Nielsen//NetRatings' MarketView Report**

### **Is Rank in Top Three in Respective Vertical Categories**

Yahoo! Continues as Leading Global Internet Destination for 27th Consecutive Month According to Nielsen//NetRatings' Global Index

**SUNNYVALE, Calif -- November 12, 2002** -- Yahoo! Inc. (Nasdaq: YHOO - news), a leading global Internet company, today announced that Yahoo! Get Local is ranked the No. 1 online destination for local content in the U.S., according to the most recent Nielsen//NetRatings' MarketView report. Overall, Yahoo! is the No. 1 trafficked Internet brand in the U.S. with 18 Yahoo! services or channels ranked in the top three in their respective verticals, demonstrating the breadth of Yahoo!'s network. The Nielsen//NetRatings MarketView report tracked Web-based home and work usage for October 2002.

As the Web's No. 1 destination for local information with more than 15 million unique visitors per month - nearly twice that of the next competitor -- Yahoo! Get Local is comprised of three comprehensive offerings of local information - Yahoo! Yellow Pages, (<http://yp.yahoo.com>), Yahoo! Maps (<http://maps.yahoo.com>), and Yahoo! City Guides. (<http://cityguides.yahoo.com>).

"Millions of people come to Yahoo! Get Local every month to search for the best localized, relevant information available - whether it's yellow pages, maps, restaurants, or even local concerts or activities," said Jeff Weiner, senior vice president Search and Marketplace, Yahoo!. "The Internet is the perfect medium for obtaining comprehensive, up-to-date local content, and Yahoo! enables consumers to find the information they are looking for in an easy-to-use format."

As part of Yahoo!'s strategy to provide relevant, localized information, Yahoo! Get Local has made great strides over recent months to ensure the most comprehensive local information is available online:

- Yahoo! Yellow Pages continues to partner with best of breed companies, like SBC, BellSouth and FindLaw, to sell advertising on Yahoo! Yellow Pages and help consumers find local businesses quickly and easily.
- Yahoo! City Guides recently announced a partnership with Citysearch to provide Yahoo! consumers with Citysearch's comprehensive local arts and entertainment news and reviews in the top 100 markets.
- Yahoo! Maps redesigned their service to provide consumers with an enhanced user experience, including graphical turn information for driving directions and improved printing and email capabilities.

Additionally, Yahoo! Get Local has integrated its content and services into key properties within Yahoo!, including Autos, Real Estate, Movies, Address Book and People Search, to help consumers obtain local information according to their specific area of interest.

### **Nielsen//NetRatings MarketView Report**

"We see consumers finding information across the web, around the globe, and in their very own backyard. By providing information in a way that integrates local and global needs, Yahoo! continues to help consumers connect and find what they are looking for, regardless of their geographic boundaries," said Anke Audenaert, director of global market research for Yahoo!.

Of the 18 Yahoo! channels ranked in the top three for their vertical category, Yahoo! was ranked number one in the following:

- My Yahoo!: My Yahoo! was the first and the most complete resource for personalized information and services, including news, alerts, shopping, finance, and sports information on the Web.
- Yahoo! GeoCities: Yahoo! GeoCities continues to strengthen its competitive lead and expand into new market segments by offering a full range of free and fee-based web hosting options, from building personal Web pages to robust and advanced small business sites.
- Yahoo! Get Local: Yahoo! Get Local, which includes Yahoo! Yellow Pages, Yahoo! Maps and Yahoo! City Guides, is a comprehensive and easy-to-use guide for consumers to find and use local information and services - everything from business phone numbers, driving directions, restaurants and even local events.
- Yahoo! Movies: Yahoo! Movies provides a wide range of consumer offerings including movie clips, trailers, gossip, exclusive photos and more.
- Yahoo! Search: Yahoo!'s thorough, easy-to-use search service continues to be the destination consumers go to in order to find the most relevant and comprehensive results, and the destination businesses use in order to reach the largest target audience available to them.

### **Nielsen//NetRatings Global Index Report**

In addition, for the 27th consecutive month, Yahoo! is ranked the world's most trafficked Internet destination based on unique audience, total time spent,\* reach and page views for home usage, according to the Nielsen//NetRatings' most recent Global Internet Index. More than 111 million unique consumers visited Yahoo! in September 2002, which is more than 50 percent of the total active at home Internet universe.\*\* The Nielsen//NetRatings Global Internet Index provides the only worldwide measurement of Web audience and usage patterns across 14 countries.\*\*\*

Category: Websites Brand - Home and Work	Rank (by unique audience)	Unique Visitors (thousands - 000)	Active Reach (percentage) %	Time Spent (avg. minutes spent per user/month)
Yahoo!	1	112,484,141	51.03	1:19:25
MSN+	2	100,096,875	45.41	0:49:35
Microsoft	3	92,658,503	42.03	0:11:26

+The MSN property does not include nineMSN, XtraMSN or T1MSN properties. These properties are reported now as distinct properties in their own right

### Nielsen//NetRatings MarketView Report, Top Brands \*\*\*\* US, Combined Home & Work, October 2002

Category: Property - Home	Rank (by unique audience)	Unique Visitors (thousands - 000)	Active Reach (percentage) %	Time Spent (avg. minutes spent per user/month)
Yahoo!	1	79,752	61.88	2:47:53
Microsoft	2	78,782	61.12	0:46:07
MSN	3	75,517	58.59	2:12:50
AOL.com	4	73,273	56.85	8:55:11
Google	5	37,655	29.21	0:25:44

### Nielsen//NetRatings MarketView Report, Yahoo! Category Rankings\*\*\*\* US, Combined Home & Work, October 2002

Web Channel	Category - Subcategory	Rank	Unique Visitors (thousands - 000)	Active Reach (percentage) %	Time Spent (avg. minutes spent per user/month)
<b>Search and Marketplace</b>					
Yahoo! Get Local	News & Information - Directory/Local Guides	1	15,517	12.04	0:11:36
Yahoo! HotJobs	Education and Careers - Career Development	2	4,041	3.13	0:14:35
Yahoo! Real Estate	Home & Fashion - Real Estate/Apartments	2	1,556	1.21	0:06:11
Yahoo! Search	Search Engines/Portals & Communities - Search	2	36,745	28.51	0:10:50
<b>Commerce</b>					
Yahoo! Auctions	Multi-category Commerce - Classifieds/Auctions	3	1,919	1.49	0:10:22

Yahoo! Shopping	Multi-category Commerce - Overall	3	29,487	22.88	0:07:04
<b>Media and Information</b>					
Yahoo! Astrology	Family & Lifestyles - Religion and Spirituality	3	1,918	1.49	0:08:07
Yahoo! Finance	Finance/Insurance/Investment - Financial News & Information and Overall	1	8,060	6.25	0:57:57
Yahoo! Games	Entertainment - Online Games	2	7,762	6.02	2:26:21
LAUNCH	Entertainment - Music	3	7818	6.07	0:22:14
Yahoo! Movies	Entertainment - Videos/Movies	1	6,501	5.04	0:04:53
Yahoo! Sports	Entertainment - Sports	3	7,460	5.79	0:59:06
<b>Communications</b>					
Yahoo! Geocities	Search Engines/Portals & Communities - Member Communities	1	27,730	21.51	0:06:19
Yahoo! Greetings	Special Occasions - Greeting Cards	2	5,127	3.98	0:09:06
Yahoo! Mail	Telecom/Internet Services - Email	3	27,439	22.43	1:37:03
Yahoo! Personals	Family & Lifestyles - Personals	2	3,805	2.95	0:25:37
Yahoo! Photos	Computers & Consumer Electronics - Photography	2	4,215	3.27	0:05:20
<b>Personalization</b>					
My Yahoo!	Search Engines/Portals & Communities - Targeted Portals & Communities	1	16,122	12.51	0:38:55

## About the Nielsen//NetRatings MarketView Report

The Nielsen//NetRatings MarketView reporting system provides three levels of reporting - Channels, Brands and Parents, allowing digital media entities to analyze overall brand, sites and holdings. Additionally, the Nielsen//NetRatings report specifically breaks out Web-based rankings for work and at-home users, providing a deeper understanding of traffic patterns and consumer habits

### About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

*\*Total time spent is the average time spent per person multiplied by the number of unique users.*

*\*\*According to Nielsen//NetRatings Global Internet Index, September 2002*

*\*\*\*Nielsen//NetRatings estimates the at home active Internet universe to be more than 225 million users.*

*\*\*\*\*Rankings determined by unique visitors, home and work combined, Nielsen//NetRatings MarketView, October 2002*

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