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Yahoo! Takes Fans "Beyond Gold" with Summer Games Campaign

700 Million People Around the Globe Will Get Breaking News and Interactive Coverage During the London 2012 Games — Across Every Screen

SUNNYVALE, Calif.--(BUSINESS WIRE)-- Yahoo!, the technology powered media company, will bring together consumers and advertisers from around the world to celebrate the London Summer Games with some of the most comprehensive, social, interactive, and personal experiences to date, across every screen.

Anchored with Yahoo! Sports, Yahoo!'s "Beyond Gold" coverage will provide its 700 million global users, in dozens of languages and regions, with original video programs, breaking news, photos, expert analysis from gold medal Olympians and award-winning Yahoo! Sports writers, unique editorial series, fantasy games and engaging second screen experiences.

"Yahoo! has been the No. 1 online destination for Olympics coverage since 2006, proving to be the place for users to gather and follow the biggest events," said Ken Fuchs, VP of Global Media for Yahoo! & Head of Yahoo! Sports, Men's and Games. "London 2012 will be a showcase for 24/7 reporting, across all screens, and Yahoo! is investing to deliver powerful experiences for our users and advertisers. Our unique storytelling combined with innovative new products will help establish new memorable moments as they happen for 700 million fans around the world."

Yahoo!'s coverage of the London Summer Games will bring the events to life across multiple screens, using cutting-edge digital platforms and beautifully rendered design formats:

- **The Yahoo! Hub:** Anchored in Yahoo! Sports, the Yahoo! Hub dedicated to the coverage of the Games is available and optimized for PC, mobile and tablet browsers. Fans will have access to breaking news, major headlines, daily recaps and photos, on-the-ground reporting, and expert analysis of the most exciting moments, ensuring they never miss a beat regardless of where they are. "**London Pick'em**," a prediction-style game, will allow fans to challenge their friends and compete against fellow Yahoo! users from 27 countries around the world. The Flickr Group "Yahoo!'s Coverage of London 2012" will feature original photos submitted by Flickr members depicting the worldwide excitement of the Summer Games at viewing parties and other scenes surrounding the events.
- **IntoNow from Yahoo!:** A second screen TV experience gives fans the ability to enjoy up to the minute synchronized content featuring medal counts, images from the games, schedules and athlete bios automatically synchronized with the Summer Games on the TV along with additional social experiences, including Twitter content from personalities at the games, and trivia.
- **Sportacular from Yahoo!:** A special tab on this favorite sports app offers personalized and easy access to teams, players, and leagues, allowing fans to get updates, stats and news on specific events and medal counts on the go.
- **Connected TV:** Integrated into the Yahoo! Sports TV app, Beyond Gold for Yahoo! Connected TV is an on-screen experience for people watching the Summer Games and offers news, scores, medal counts, photos and videos right on the TV screen.
- **Search Direct Displays:** Leveraging Yahoo! Sports editorial and real-time search data, Yahoo! Search will offer customized multi-screen direct displays across APAC, EMEA and North America, including medal counts, breakout athletes and popular teams.

Yahoo! previously announced its [Summer Games programming efforts](#) across the Yahoo! Media Network, on the [Yahoo! hub dedicated to coverage of the Games](#), and on [Yahoo! Sports](#), the No. 1 global sports destination online with over 96 million unique visitors a month.* Yahoo!'s coverage includes original video programs, expert analysis from gold medal Olympians Dan O'Brien (track and field), Summer Sanders (swimming), Shannon Miller (gymnastics), the award-winning team of writers from Yahoo! Sports, social integration programs, and for the first time [Yahoo!'s Memorable Moments editorial series](#) to celebrate the most iconic moments from the history of the Summer Games filmed across continents featuring amazing stories — from the glories of emotional wins to the tragedy of Munich through the lens of dozens of gold medal winning athletes and those that were there.

Since the Turin Games in 2006, Yahoo! Sports has been the No. 1 online destination for coverage of the Games. In Vancouver, Yahoo! Sports was No. 1 across all major categories with 32 million unique visitors, delivering significantly more engagement as well than other network coverage.** During the 2008 Beijing Games, Yahoo! Sports reached 38.5 million unique visitors, again setting the bar for both time spent and overall users — with more than 12 million more users than its

nearest competitor.***

The Yahoo! "Beyond Gold" editorial and marketing efforts will drive deeper engagement and traffic to the Yahoo! Media Network across multiple platforms. The range of digital platforms also provides Yahoo! advertisers with an array of custom and unique opportunities to communicate with fans . As a result of Yahoo!'s media leadership, scale and reach, a significant number of high profile brands have created campaigns around the London Summer Games across Yahoo!'s four screens, in various cases with global activation.

About Yahoo!

Yahoo! is a technology powered media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom (pressroom.yahoo.net) or the company's blog, Yodel Anecdotal (yodel.yahoo.com).

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*ComScore World Metrix May 2012

**ComScore World Metrix February 2010

***ComScore World Metrix August 2008

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