



## Yahoo!'s European Sites Serve One Million Page Views Per Day

### Yahoo! France Ranked Most Popular Web Site In France

**SANTA CLARA, Calif. -- April 24, 1997** -- Yahoo! today announced that its three sites in France, Germany, and the United Kingdom are together serving an average of more than one million page views per day. Yahoo!'s European sites, [www.yahoo.co.uk](http://www.yahoo.co.uk), [www.yahoo.fr](http://www.yahoo.fr), and [www.yahoo.de](http://www.yahoo.de), were launched in September and October 1996. Yahoo! is one of the most recognized brands associated with the Internet.

The company also announced that initial PC Meter results to be published in France by market research firm Sofres show that Yahoo! France ([www.yahoo.fr](http://www.yahoo.fr)) is the most widely used World Wide Web site in the country, with household reach of 45 percent, putting it ahead of all other French and international sites. Sofres is a leading market research firm specializing in the areas of consumer behavior, audience studies, and public opinion. Sofres recently implemented the audience measurement techniques developed by PC Meter in the United States, which provides unduplicated measurement of audience exposure to Web sites, based on a demographically balanced sample of households. The second and third ranked sites according to Sofres were [www.digital.com](http://www.digital.com) (40 percent reach) and [home.netscape.com](http://home.netscape.com) (32 percent reach).

France and other European countries can expect rapid adoption of Internet use in 1997, according to United States-based research firm Intelliquest. Market studies by Intelliquest indicated 1.4 million Internet users in France, 4.7 million in Germany, and 2.5 million in the United Kingdom in the fourth quarter of 1996. More than 20 million individuals across the three countries indicated their intention to use the Internet within 12 months, according to Intelliquest.

Yahoo! recently announced its worldwide traffic grew to an average of more than 30 million page views per day during the month of March 1997, a 50 percent increase over the 20 million page views per day average reported in December 1996. A page view is defined as one electronic page of information displayed in response to a user request. According to PC Meter, Yahoo! ([www.yahoo.com](http://www.yahoo.com)) was ranked the No. 1 search and navigational site on the Web for the fifth consecutive quarter, with an overall audience reach of 37.8 percent in February.

"We are very satisfied by the growth of our national European sites," said Heather Killen, managing director of European operations for Yahoo! "The positive user response we have seen in France, Germany and the U.K. clearly demonstrates that the Yahoo! approach to web navigation is striking a chord with European users, and that we are able to deliver a growing audience to local and international advertisers."

"The Yahoo! global network of properties and its European sites enable advertisers to reach important, targeted audiences in key markets throughout the world," said Jeff Mallett, Yahoo!'s senior vice president of business operations. "The audience reach of our European sites has grown rapidly in a short period of time, and we're pleased with the number of advertisers that have already signed up to leverage these properties."

Yahoo!'s European sites welcomed 70 advertisers during the first quarter of 1997, including British Airways, British Sky Broadcasting, Guinness, Nescafe, Opel, and IBM. Yahoo! Inc. recently announced that IBM Corporation, one of the top three Web advertisers, has selected the Yahoo! Network to launch the world's first global, multinational Internet advertising program, which includes the European sites. IBM is also Yahoo!'s exclusive technical partner in Europe, providing server and desktop technology.

Yahoo! Europe also recently announced a number of important content relationships, including Deutsche Presse Agentur, Agence France Presse, Four11 Corporation, and Reuters. "We are continuing to build media relationships in the key areas of news, weather, sports, entertainment, and financial information," said Killen. "The unrivalled distribution of our sites offers content partners a powerful way of distributing their content and their brand to a large audience on the Web." Specific areas such as News, Finance, Sports and Weather have experienced rapid growth in traffic on [www.yahoo.com](http://www.yahoo.com) in the United States, where Yahoo! News and Yahoo! Finance were recently ranked the No. 1 sources of up-to-the-minute general news and financial information on the Web according to PC Meter.

Yahoo! France, Yahoo! Deutschland and Yahoo! UK & Ireland are the first properties to be launched by Yahoo! Europe, a joint venture between Yahoo! Inc and Softbank Holdings Ltd. Yahoo! Europe is headquartered in London, and has offices in Paris and Munich. Yahoo! in Europe can be found on the web at [www.yahoo.co.uk](http://www.yahoo.co.uk), [www.yahoo.fr](http://www.yahoo.fr) and [www.yahoo.de](http://www.yahoo.de).

#### **About Yahoo!**

Yahoo! Inc. (NASDAQ:YHOO) is an Internet media company that offers a network of globally-branded properties,

specialty programming, and aggregated content distributed primarily on the Web serving business professionals and consumers. As the first online navigational guide to the Web, [www.yahoo.com](http://www.yahoo.com) is the single largest guide in terms of traffic, advertising, and household reach, and is one of the most recognized brands associated with the Internet. Yahoo! Inc. continues to develop a family of community services, including Yahoo! Chat, Classifieds, and Yellow Pages, along with targeted Internet guides for geographic audiences (Yahoo! Japan, UK & Ireland, France, Germany, Canada, San Francisco Bay Area, Los Angeles, New York, Chicago, Washington, D.C., Boston, Austin, Seattle, Dallas/Fort Worth, Atlanta); shared-interest audiences (Yahoo! Internet Life magazine and website, Yahoo! Finance, Yahoo! News and unfURLed, MTV/Yahoo!'s online music guide); and demographic audiences (Yahoo!igans!, a Web guide for kids; and Beatrice's Web Guide for women). Yahoo! Inc. is headquartered in Santa Clara, Calif., and can be found on the Web at [www.yahoo.com](http://www.yahoo.com).

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