

YAHOO! QUICK VIEW METRICS – June 2009

(Based on May 2009 Worldwide and June 2009 US comScore data.)

Worldwide

- **Yahoo!** has over 570 million unique visitors, reaching 50.8 percent of the global population and is responsible for 7.63 percent of all time spent online globally. (comScore World Metrix, May 2009).
- **Yahoo!** has a large presence in the emerging markets of Asia Pacific, the fastest growing region in the world, with 211 million unique visitors (comScore World Metrix, May 2009).

United States

- In the US, **Yahoo!** has 22.7 million users aged 18-24 years old, reaching over 81 percent of the total Internet audience in this demographic (comScore Media Metrix, US, June 2009).
- **Yahoo!** continues to have the most engaged audience in the US with over 42 billion total minutes, representing 12.2% of all time spent online in the US, and 27.7 visits per user per month (comScore Media Metrix, US, June 2009).
- **Yahoo!** is the second most visited site online with 4.2 billion visits and an average of 27.7 visits per user per month (comScore Media Metrix, US, June 2009).

Homepage:

- There are 330 million unique visitors to **Yahoo! Homepages** around the world (comScore World Metrix, May 2009).
- In the US, the **Yahoo! homepage** (Yahoo.com) has over 113 million users and has grown its audience by 17.2 percent in the past year (comScore Media Metrix, US, June 2009).
- **My Yahoo!** is the #1 personalized start page with 42 million monthly users worldwide (comScore World Metrix, May 2009). In the US, My Yahoo! remains the category leader with over 23 million users. (comScore Media Metrix, US, June 2009).

Search:

- **Yahoo! Search** had more than 2.7 billion total searches in the U.S. in June. Yahoo!'s share of total searches is 19.6% of the overall search market. (comScore qSearch data, US, June 2009).

Yahoo! Mobile

- Yahoo! is a leading web destination in the U.S. – with 34 million unique visitors to Yahoo!'s mobile web site in an average month. (M:Metrics, May 2009 US only). More consumers use Yahoo! Mail (18.7 million users) on their mobile devices than Hotmail (9.9 million users) and GMail (10.7 million users) (M:Metrics, May 2009, US only).

Media

- **Yahoo! News** continues to be #1 in its category in the US with over 51 million users, growing 32.1% year over year, and has the most engaged audience with 311 million visits monthly. (comScore Media Metrix, US, June 2009).
- **Yahoo! Sports** leads the category for the past year ahead of ESPN by 3.7 million visitors. Yahoo! Sports has grown its audience by 8.9 percent over the past year and now commands 19.5 percent of all duration spent with Sports content online and reaches 31.1 percent of the online sports audience (comScore Media Metrix, US, June 2009).
- **Yahoo! Finance** remains the category leader with 20 million unique visitors and has the most engaged audience, responsible for 33.9 percent of all time spent within the Finance News/Research category. Yahoo! Finance maintains its lead in the Finance News/Research category, and reports the strongest audience growth among the top five sites year-over-year (+14 percent) (comScore Media Metrix, US, June 2009).

- **Yahoo! omg!** is the #1 site in the entertainment news category with 22 millions users. TMZ comes second with 13 million users (comScore, Media Metrix, US, June 2009).
- **Yahoo! Games** is the #2 online game site with over 19.2 million users. (comScore Media Metrix, US, June 2009).
- **Yahoo! Music** has over 22.5 million users and is #2 in the Music category in the US. (comScore Media Metrix, US, June 2009).

Communications

- **Yahoo! Mail** has 285 million users worldwide. (comScore World Metrix, May2009). In the US, Yahoo! Mail remains #1 with 2 times the audience (over 103 million unique visitors) than that of #2 ranked Windows Live Hotmail (at 47 million) (comScore Media Metrix, US, June 2009).
- **Yahoo! Messenger** is the second leading IM (after MSN) with 123 million users worldwide (comScore World Metrix, May 2009).

Social Media

- **Yahoo! Web 2.0 social media** properties (Flickr, delicious, Answers, 360, Video, MyBlogLog, and Jumpcut) have over 241 million users worldwide, more than MySpace which has 122 million users. (comScore World Metrix, May 2009).
- **Flickr** has more than 84 million unique users globally and has grown over 55 percent in the past year in terms of global monthly visitors (comScore World Metrix, May 2009).

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