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***Yahoo! increases its audience by 12% to over 43 million Europeans through Kelkoo acquisition***

With this week's announcement that Yahoo! will acquire the European comparison shopping service Kelkoo, Nielsen//NetRatings can reveal the impact the purchase will have on Yahoo!'s European audience.

Based on Nielsen//NetRatings NetView data recorded in February 2004, 38.6 million Europeans visited Yahoo!, whilst 12.5 million visited Kelkoo. By combining these two audiences, and unduplicating people who visited both sites, Yahoo!'s pan-European audience at Parent level increases by almost five million people, to 43.2 million.

France shows the most dramatic increase in audience, with a growth of 24% from 5.9 million to a combined unduplicated audience of 7.4 million people. In some of Europe's largest and most mature markets where audience growth is generally lower – **Germany, and the UK** - Yahoo!'s audience will experience a boost of 11%. The chart below shows the impact of the acquisition on Yahoo!'s audience across Europe, by country.

Nielsen//NetRatings: Yahoo!'s increased audience following Kelkoo acquisition

Country	Size of audience increase (no of individuals)	% Change
France	1,434,000	+24%
Sweden	162,000	+11%
Netherlands	204,000	+11%
Germany	1,007,000	+11%
UK	1,159,000	+11%
Italy	494,000	+9%
Spain	123,000	+4%
Switzerland	19,000	+2%

Source: Analysis based on parent level data (home +work, except for NL, CH and ES - home only) from NetView, Feb 2004 data.

David Day, European Managing Director at Nielsen//NetRatings said "As this analysis shows, from an audience perspective, this is a very good move for Yahoo! It will now have the opportunity to spread the Yahoo! word amongst the 4.6 million non-Yahoo! visiting European Kelkoo users. It will also have the opportunity to spread the Kelkoo word amongst the 31 million Yahoo!-visiting Europeans who didn't visit Kelkoo last month."



**Please source all information to Nielsen//NetRatings**

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**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com)