

# **EXHIBIT 2**

Home: Advertisers



Home

Advertisers

Agencies

Networks

Publishers

Partners &amp; Developers

**Increase your impact and ROI  
with more relevant audiences:**

APT from Yahoo! will help you find more of the quality audiences you want, when and where you want them.

### What Will APT from Yahoo! Do for You?

With APT from Yahoo! we're committed to leading the next generation of digital advertising.

In the near future, we'll be actively working to connect advertisers and agencies with audiences across Yahoo! properties and those of our publishing partners, like the Newspaper Consortium.

As we bring more publishing partners onto the platform, our goal is to deliver value in these ways:

#### Extend Audience Reach

Access to quality publishers and networks in **an open marketplace means greater supply**—and more opportunity to find the audiences you want. Yahoo! properties, combined with those of our partners, reach about 85% of U.S. web users, and serve more than 300 billion impressions a month.<sup>1</sup>

#### Provide Relevance Against Quality Audiences

APT from Yahoo! will bring detailed insights into the best web audiences together on one platform, and give you the tools—geographic, demographic and behavioral—to integrate that data seamlessly. **Users will receive the messages that are most relevant to them**—and respond—driving better return on every ad dollar spent.

#### Vastly Simplify Workflows

APT from Yahoo! will let you access and manage multiple properties in one place. It integrates the various aspects of your business—from targeting and

#### Ensure Appropriate Placements

By managing all properties on a single platform, with **global insight into how and where your campaigns are delivering**, you'll ensure that audiences

booking to creative management and tracking. It will automate manual, time-draining tasks and centralize those that are fragmented, so you can **execute campaigns—from targeting and booking to creative management tracking—faster and more easily** than ever before.

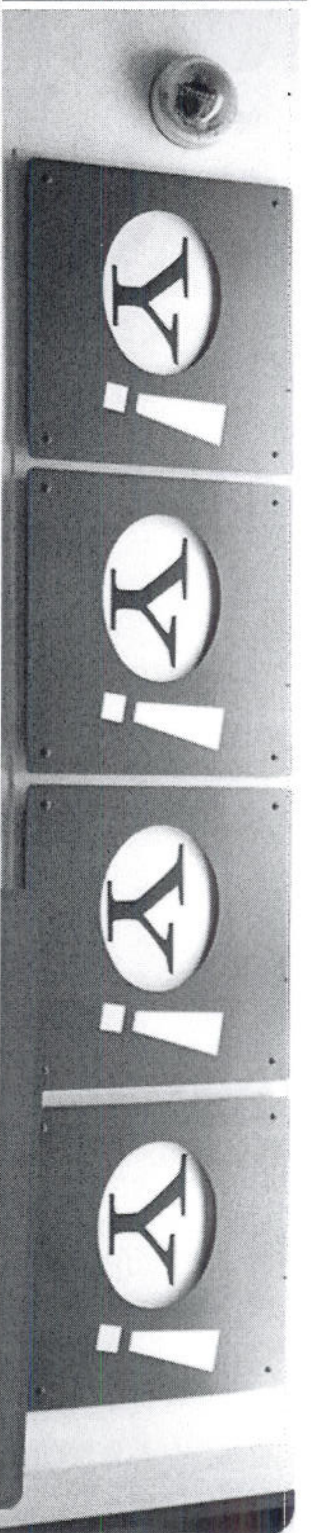
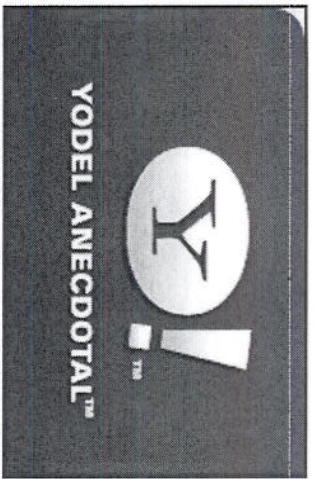
aren't overexposed to your message, and improve response. With APT from Yahoo!'s advanced targeting capabilities, standardized site classification and protection systems, you'll ensure your **ads land in brand-safe environments.**

## Foster an Open, Innovative Marketplace

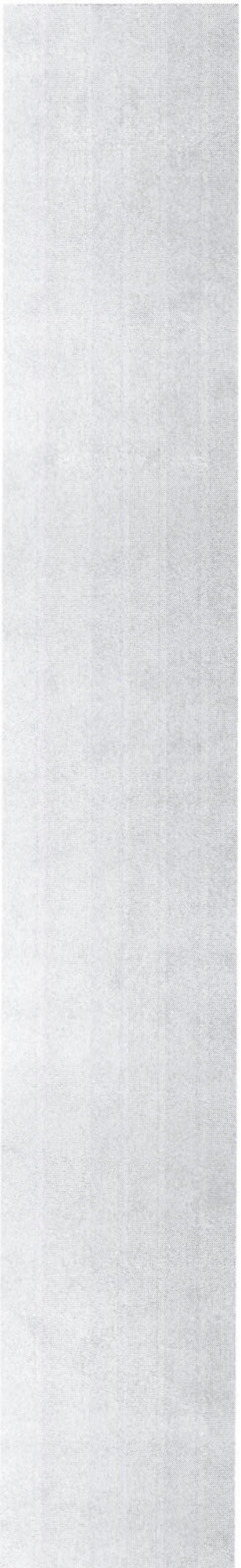
Along with new audiences and relevance, APT from Yahoo! will offer you open access to—and the ability to automatically bid on—individual impressions. It will give you the option to **price impressions dynamically, in real-time**: more valuable impression—you bid higher; lower value—you bid lower. The result? **Greater reach, always at the right price.**

<sup>1</sup>Source: comScore Media Metrix, Worldwide Data, 10/07

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## It's APT to change

Posted September 24th, 2008 at 10:33 am by [Jerry Yang](#), CEO & Chief Yahoo

 9 Comments / Filed in: [Trends & News](#)

Don Draper of “Mad Men” would’ve loved advertising in 2009. Sure, he’d have to head out to the sidewalk with his Lucky Strikes and he wouldn’t have gotten away with philandering quite so easily, but he would’ve loved the opportunities that the digital age offers. He was a guy who knew how to connect — whether it was with a prospective client, a new hire, or a bottle of Scotch. And what we have in store for advertisers and publishers ushers the notion of “connect” into a new era.



Don, aka Jon Hamm, joined me, President Sue Decker, and our US Region Head Hilary Schneider on stage at Advertising Week in NYC today to help unveil APT from Yahoo!, our new advertising platform (which was formerly known as AMP from Yahoo! or Project Apex). Jon helped us put our platform in context with the evolution of advertising over the last 40 years – from the time when the advertiser was the indisputable king, to today, when the consumer is clearly in charge.

I started dreaming about this day 18 months ago, when I laid out my vision for our board of directors on how Yahoo! could play a unique role in changing the face of online advertising. In fact, Sue and I called it Nirvana at the time – a platform that would be to 2009 what radio was to 1924, TV to 1947, color TV to 1965, and the Internet to 1993.

Sounds like hype, right? We don’t think so. As Sue posted in April, we listened to all of the pain points that our partners shared about the process of buying and selling ads. Would you believe it takes more than 30 manual operational steps to move from ad strategy concept to launching that ad? It involves faxes (!!) and sometimes weeks in proposal processing. Audiences are now distributed across a sea of web sites and are harder to find, understand, and put a value on. Madison Avenue might think it’s a shame Johnny Walker Red doesn’t flow at the office anymore.

APT looks to change all that. It’s simple. It’s open. It’s fast (like minutes vs. days). It provides a new level of control. It offers cross-selling more easily than ever been before. It will provide large amounts of quality inventory. It will help advertisers customize and target their messages more precisely through advanced targeting. And it will drive results. All this from a single online application. No more cobbled together processes or impressions. No more wasted time.

Our confidence in APT’s ability to transform the marketplace isn’t based on theory or conjecture. It’s because of the feedback we’ve been hearing from partners who have been working with us side-by-side as we developed and then began testing the platform. In fact, William Dean Singleton, CEO of Media News Group (parent company of the San Jose Mercury News), also joined us on stage today, using words like “extraordinary” and “sea-change” to describe how APT will take MNG into the future.

APT is real today and we’re starting to roll it out to our Newspaper Consortium members, which will continue for the remainder of this year and into the next. They’ll be followed by other publishers, advertisers, agencies and ad networks beginning in 2009.