

Yahoo! and Top German Newspaper, Süddeutschen Zeitung Sign Multi-Year Deal

Süddeutschen Zeitung and the Yahoo! Network will reach almost half of Germany's Internet population with 47.5% reach.

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Yahoo! and Süddeutschen Zeitung, one of the largest and best established newspapers in Germany with 2.4 million unique users per month, have announced a strategic, multi-year partnership in Germany. With immediate effect, the deal will see Yahoo! providing the company with both display and mobile advertising in Germany.

Just four months after the launch of the Yahoo! Network, this agreement further underscores Yahoo!'s commitment to be the partner of choice for advertisers across Europe and complements significant deals in the UK and France in particular. These include:

- In September 2007, Yahoo! UK & Ireland and social network site, Bebo announced an exclusive strategic partnership comprising of three major components in the areas of display advertising, search (including Yahoo! Answers) and a branded toolbar.
- In June 2008, Yahoo! Germany announced a multi-year partnership to deliver display advertising to Netlog, a leading European social network site.
- The Yahoo! Network was created in September 2008 – an expansive media inventory. In the UK, advertisers can now reach over 80% of the UK Internet population, via IASH compliant Top 250 ComScore listed sites as well as the Yahoo! UK & Ireland site. Following exclusive deals signed by Yahoo! France with NextRadio TV and ParuVendu, advertisers are now able to reach nearly 75% of French Internet users.
- Yahoo! now has mobile advertising partnerships with all the major operators in UK. In December 2008, Yahoo! announced a mobile search partnership with Virgin Media – adding to existing partnerships with T-Mobile, 3, O2 and Orange. This gives Yahoo! access to over 80% of the total UK mobile search population via operator portals.

With today's announcement, Yahoo! moves closer to establishing the largest, most efficient online marketing network worldwide – a mission that remains a business priority in 2009.

À propos de Yahoo! – Avec plus de 550 millions d'internautes chaque mois, Yahoo! est l'une des destinations du Web les plus visitées à travers le monde. Yahoo! conçoit des services et solutions permettant aux communautés d'utilisateurs, d'annonceurs, d'éditeurs et de développeurs de vivre sur le Web, en toute confiance, des expériences indispensables.

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