Homepage and Content Distribution

Partner Webinar

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Speakers

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Agenda

1. Overview
2. Homepage opportunities
3. Content opportunities
4. Next steps
5. Q&A
Verizon today

We create the networks that move the world forward

Verizon Consumer  Verizon Business  Verizon Media

Trust  Innovation

5G
Purpose

We create the networks that move the world forward

Mission

We connect people to their passions

Strategy

We create trusted content, connections and commerce
Winning Aspiration

Create best-in-class offerings to drive consumer loyalty and engagement
Be the independent ad tech solution and partner of choice for advertiser and publisher customers

#1 in all categories
currently #1 in News, Finance, Lifestyle;
#2 in Mail and Sports; #3 in Entertainment

One Connected Ecosystem

Scale New Segments

Lead in Emerging Channels
including 5G & AR/VR

Building a strong foundation to accelerate customer growth and engagement and drive partner satisfaction
Opportunity to leverage ecosystem at scale
Distribution gaining momentum

Net-new MAUs **driven by Partners** through content distribution in 2020
Opportunity Overview

Expand your partnership with Verizon Media outside of Search. Earn search and display and native revenue while driving to Yahoo Homepage and Yahoo content.

Partner benefits
- Expand share of search revenue to also include display and native revenue (video in progress)
- PI reporting integration
- Premium Yahoo content

Process overview
- VM to review distribution methods
- Sign addendum to add display and native revenue to current agreement
- Launch
Yahoo Homepage

Distribute as a start page, bookmark, favorite or most visited site, browser extension or other approved method

Available on all device types (desktop, mobile, tablet)

Available in all supported markets (except TW/HK)

Resolves to an Search.Yahoo.Com (SYC) results page

Revenue earned from search, as well as display and native from when users first land on the Homepage (inclusion of video revenue is in progress)

Homepage extension is available on Chrome and supports the ability to pass type tags and thank you pages.

Recommend bucket testing to measure traffic and monetization, as well as user retention in order to optimize
Yahoo Homepage opportunities

Add links to Yahoo.com through **bookmark, tile, shortcut** or other approved types of implementations.
Yahoo Homepage revenue model (new!)

Legacy model
This startpage is designed to drive Search traffic and revenue. Partners only earn a revenue share from Search.

New model
Opportunity to drive users to page with higher retention value. Partners earn revenue share from display and native ads, as well as Search.
Yahoo Homepage case study

Sending users to an engaging, high LTV experience like Yahoo Homepage (with display and native revenue) rather than a traditional Startpage led to a revenue lift of +20%* per install for one cohort of users in A/B testing.

*Metrics could differ based on your users and control bucket
Core variables driving LTV for Homepage

High (-$10)
- clear upfront
- messaging
- implementation

Low (-$2)
- vague misleading
- entry point
- smaller markets

Objective
Target users who are net new to the ecosystem and not already using Homepage regularly

LTV
- product evolution
- seasonality
- marketplace dynamics
Marketing materials

Pre-approved package of assets

Guidelines and toolkit for creating new assets
Partner created assets require Verizon Media approval before use
# Quick recap of Homepage opportunity

<table>
<thead>
<tr>
<th>Ways to distribute</th>
<th>Ways to benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>• VM built browser extensions</td>
<td>• Search, display and native revenue</td>
</tr>
<tr>
<td>• Support on Chrome, Edge, FF</td>
<td>• Ability to pass type tag and have reporting bifurcate the search, display and native revenue, as well as compute LTV by the campaign or entry point</td>
</tr>
<tr>
<td>• Partner product via bookmark, most visited site, top sites, quick links, etc.</td>
<td>• Based on VM analysis, HP may drive additional revenue vs a regular new tab</td>
</tr>
<tr>
<td>• Available across all Yahoo Search supported markets, except TW/HK</td>
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</tbody>
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![Verizon Media logo](logo)
Yahoo content feeds

RSS feeds of Yahoo O&O premium content and/or call for content by a keyword

Does not include third party publisher content and some Verizon Media O&O content, such as AOL, Engadget and TechCrunch

One feed per category (i.e., News, Lifestyle, Sports)

Available in all supported markets

Native and display revenue share opportunity only on the first click via FR code. This is a special offer for partners to help improve user experience and LTV

Policy restrictions and guidelines may apply
Yahoo content distribution opportunities

Add links to Yahoo articles through **content streams, carousels, cards, notifications** or other approved types of implementations.

![Mockups of Yahoo content distribution opportunities](image)

Mockups are for illustrative purposes only. They do not represent a live, final or approved implementation.
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Alibi's record: Latest 'Masked Singer' castoff is two-time World Series winner

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The judges thought the Alibi was Jason Aldean, Trace Adkins, or Sam Hunt, but he turned out to be a different sort of all-star.
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<publisher>Yahoo Music</publisher>

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Opportunity by volume of articles

US

News
Lifestyle
Sports
Finance
Ent

CA
UK
FR
DE
IT
ES
Partner Insights reporting

Metrics are available through the PI API and PI UI tool. Data includes revenue by ad type (i.e., display, native), device type, market, FR code and type tag. Ad impressions slated to be added in Q1 2021.

Note: All numbers are made up figures. Do not use them as benchmarks (they won’t make sense).
Summary

Partner plans + opportunities

Paid traffic for direct links to download HP extension
Shortcut links on Partner O&O extensions, browsers, launchers
Bookmarks or tiles
Quick links to sub-landing pages
Stream of content snippets
Content cards or carousels
Push notifications to articles
Links in emails or other comms
Other approved implementations

Earn revenue with content

- Search
- Display
- Native
- Video (in progress)
- Rich and sticky experience for users
- Opportunities to learn, grow and expand...
Next steps

1. Follow up with your Partner Manager and/or the Partner Solutions team with any additional questions

2. Submit a proposal through your Partner Manager
   - Implementations with Search revenue will go through the traditional MIT review process
   - Implementations that include content will also be routed through our content team
   - Include traffic sources and mockups of how and where the content will appear

3. Work with BD and Legal to paper an agreement or amendment

4. Once signed, your Partner Manager will work with the Partner Solutions team to set up the source tags, FR codes and custom content feeds needed

5. Work closely with your Partner Manager to launch
syndicate more modules?
leverage use of VM push platform?
optimize article feeds for RPM or something else?
partner distribution through social channels?
Y! content stream on mobile apps?
stream VM original video content?
other partner ideas?