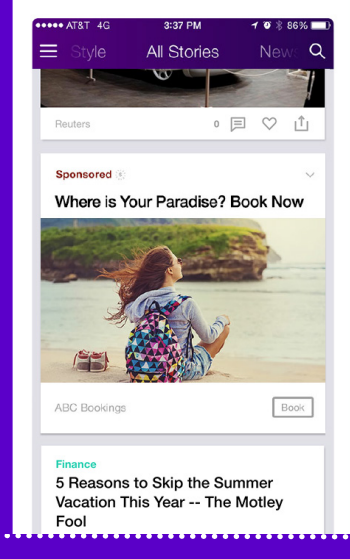


THE STATE OF NATIVE | August 2016

With Yahoo's 1B+ monthly visitors and an average of 375B+ monthly native ad requests, we have a ton of insight on the state of native advertising. Looking at our first half of 2016, the global native ad data from third-party publishers across web and app properties speaks for itself. Our partners benefit from this insight to increase ROI and so can you!

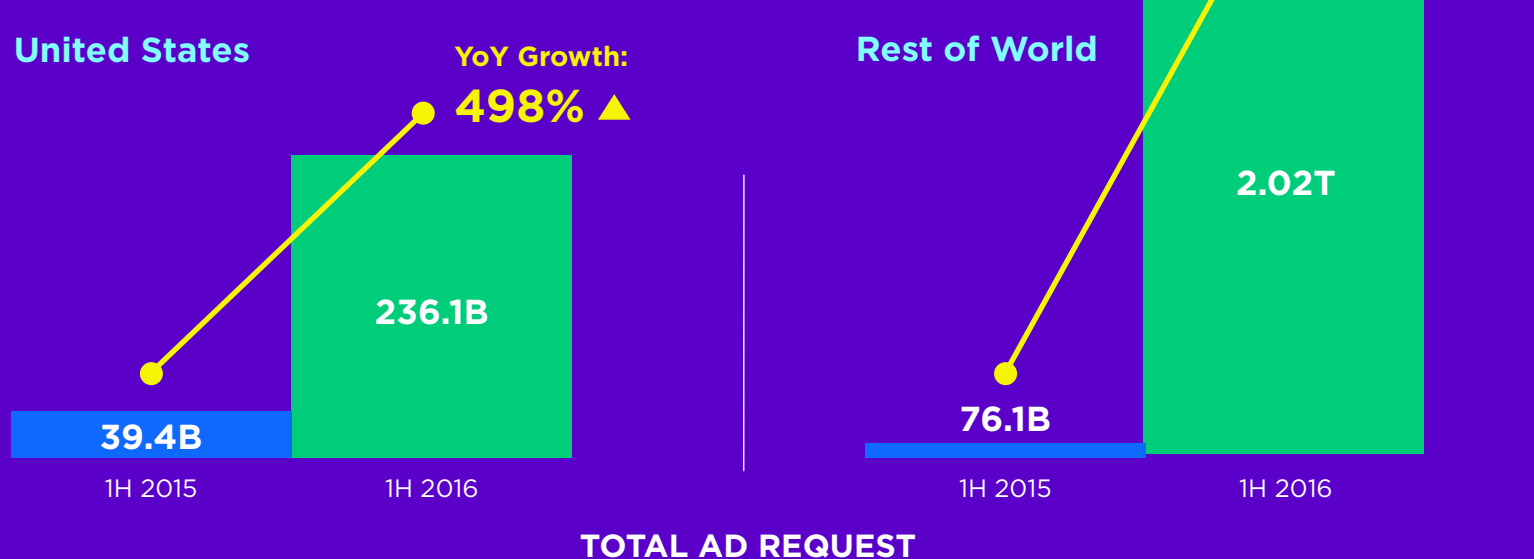


WHAT IS NATIVE ADVERTISING?

YAHOO FOR PUBLISHERS helps publishers monetize with native ads: third-party ads that match the look, feel and visual context of the site where they are seen. This is not branded content with an editorial voice.

EXPLOSIVE GLOBAL GROWTH

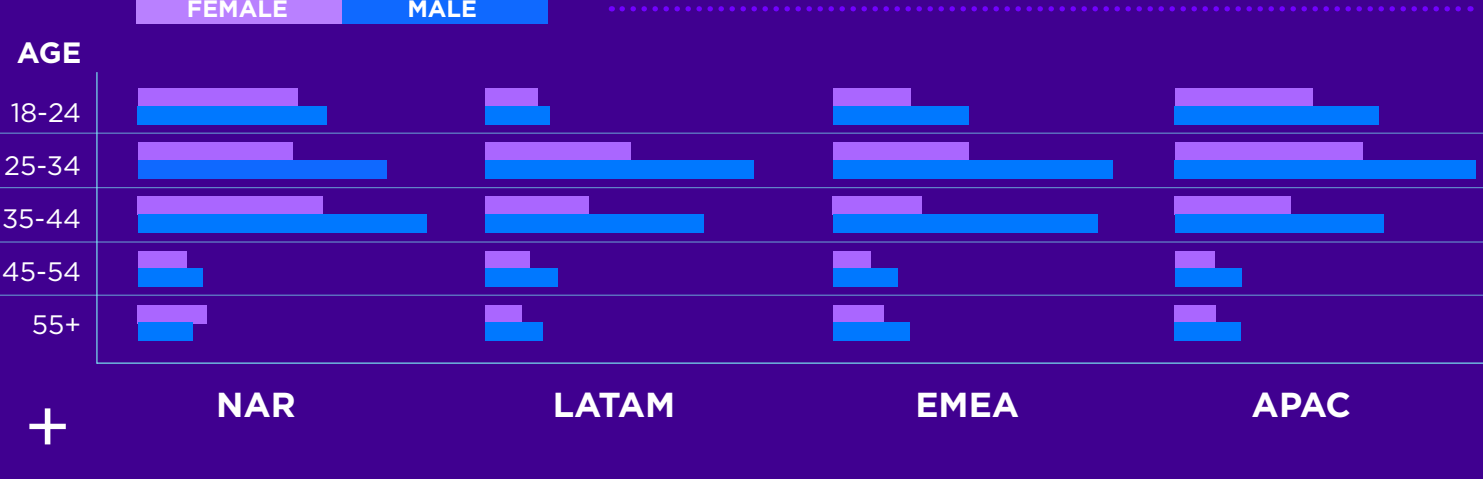
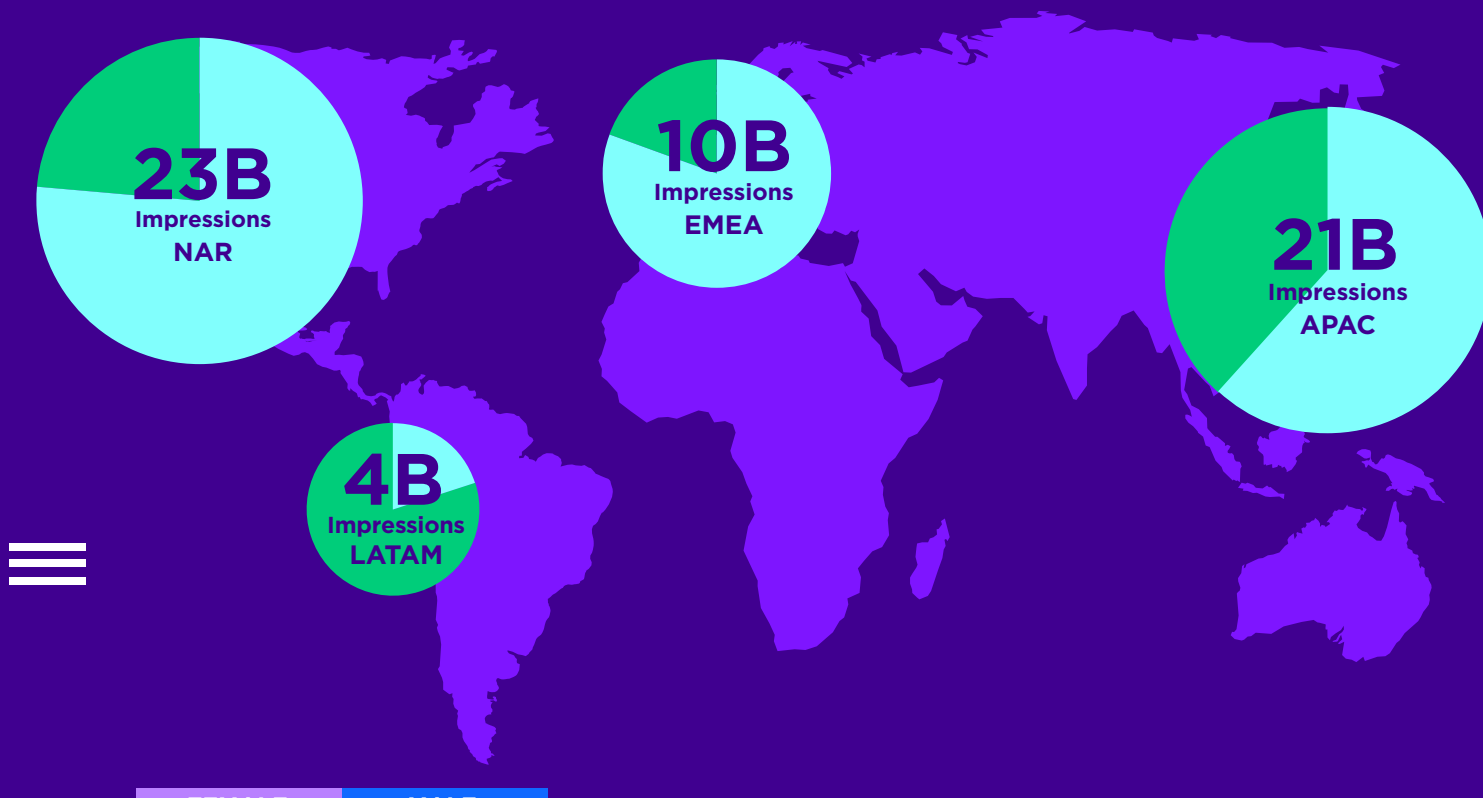
We extended and launched native advertising to third-party publishers in January 2015 and continue to see significant global growth.



TOTAL AD REQUEST

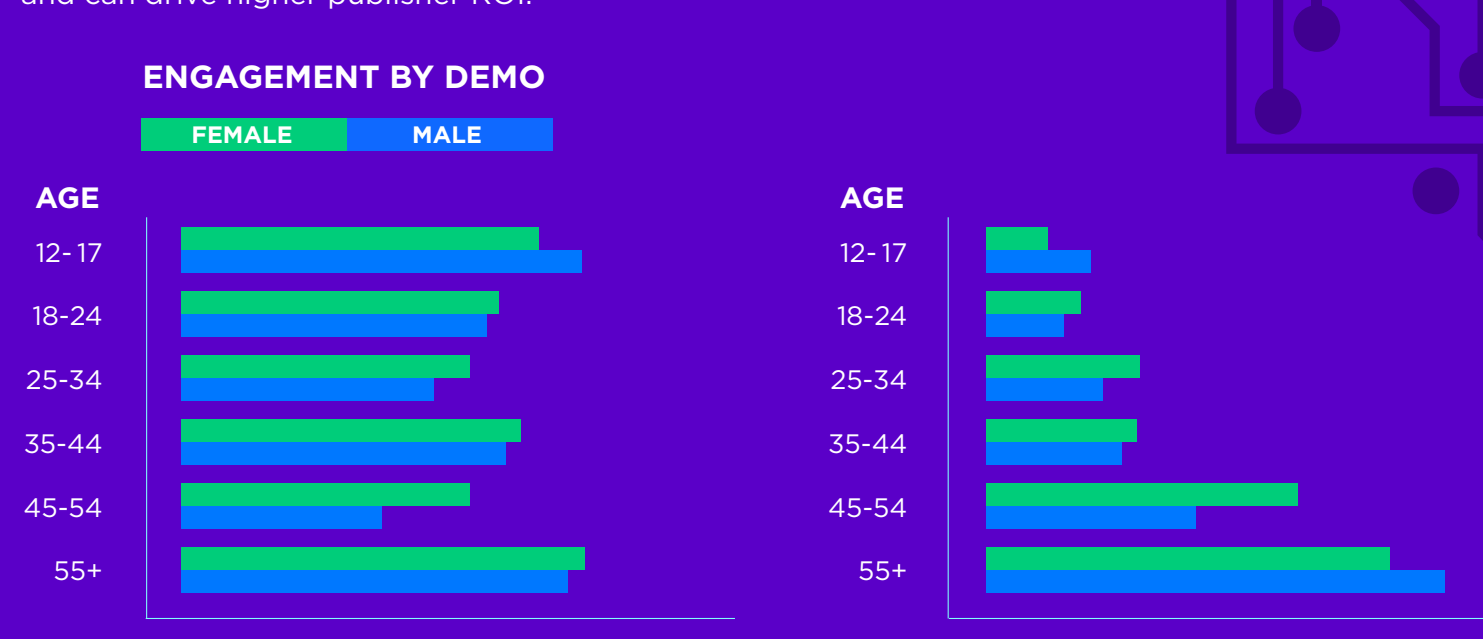
NATIVE IS GLOBAL

Our native advertising portfolio reaches over 220 countries. The volume of paid ad impressions in each region illustrates where advertisers are spending their dollars and which audiences they are targeting in each region.



NATIVE ADS ENGAGE ALL AUDIENCES

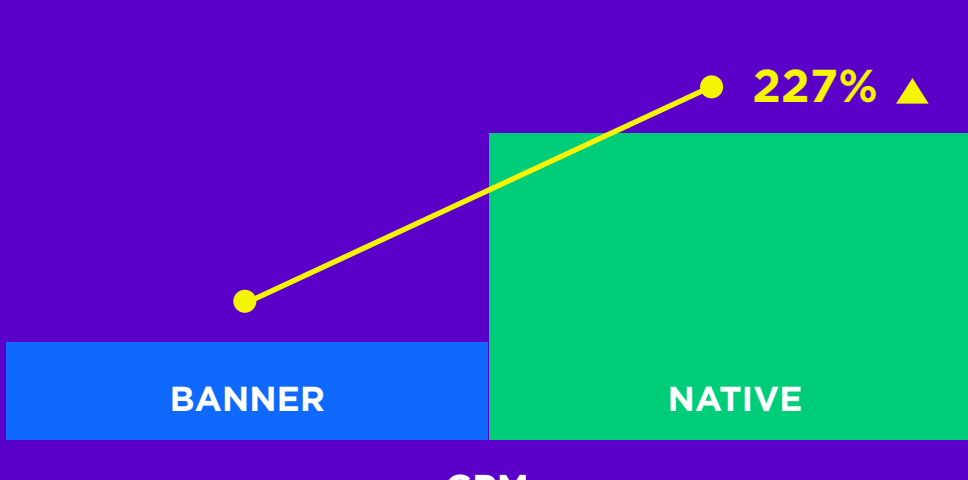
Native advertisers see a diversified audience across all our third-party publishers. These demographic charts show the level of engagement of your audience and which segments advertiser spend is likely to become repeat business and can drive higher publisher ROI.



* Engagement is defined as any post-click activity

AD FORMATS: NATIVE VS DISPLAY ADVERTISING

Native advertising is growing and is driving higher ROI for publishers.



PERFORMANCE BY PUBLISHER CATEGORY

Which user targeting practices will work best for you? Consider our data—these are the demographic profiles we've identified as higher converting, which can make your audience more valuable to advertiser campaigns across web and app properties.

| Publisher | Top Advertiser Verticals | | | | |
|------------------|--------------------------|--------------------------------|--------------------------------|--------------------------------|-----------------|
| | Low Conversion | | High Conversion | | |
| APP | SPORTS | Entertainment | Tech/Telco | Careers/Education | CPG |
| | GAMES | CPG | Travel | Tech/Telco | Entertainment |
| | MESSAGING | Real Estate | Travel | Tech/Telco | Health/Wellness |
| | TECHNOLOGY | Auto | Financial Services & Insurance | Tech/Telco | Entertainment |
| | SHOPPING | Tech/Telco | Auto | Financial Services & Insurance | Travel |
| NEWS & MAGAZINES | Travel | Financial Services & Insurance | Auto | Tech/Telco | |

Native advertising continues to prove itself as an effective publisher solution to drive monetization. Learn how to drive higher ROI as a publisher and take advantage of the Yahoo benefits available to you via advertising.yahoo.com.

Want to learn more?
Contact us at publisher@yahoo-inc.com