Next Generation Content Experience
Consumer behavior is changing.

Yahoo! is evolving based on shifts in how people want to discover content and marketing, and how they expect for it to be delivered to them.
Evolution of Online Content Consumption

The Age of Reference
- Mass Media
- Portals created as gatekeepers
- Banner Ad Infancy

In 1996 there were 100,000 sites

Canyon of Confusion
- Search is now vital
- Users relying on many sites
- Mixed business models
- What is credible? Where should I go?

In 2006 there were 100,000,000 sites

The Age of Relevance
- Friends/Brands act as publishers
- Personalization is essential
- Multi-way conversation
- Cross-screen

Sources: Daily Infographic May 7, 2012; ComScore Plan Metrix, April 2012. Note only content, social or utility sites with homepages measured are listed.
Smartphones and tablets have made it easier to consume and share content wherever we are.
When a conversation is initiated, think about the delivery

49% Seeing the same ad over and over again makes me shut the brand out

47% Some brands shout their message so loud and frequently it feels like 'terroristic' advertising

46% A brand that speaks about itself loudly or all the time is less attractive

Source: Consumers
SOCIAL CONTENT BUNDLES
Jason Schulweis
Recent Activity (107)

- Mets' Dickey holds Rays to 1 hit for 10th win 1 hour 1 minute ago
- 10 spas with breathtaking views 2 hours 55 minutes ago
- Giants, Coughlin unhappy with Patriots grabbing TE 7 hours ago
- Burning Love: Episode 4 12 hours ago
- Kobe Bryant and the Lakers face uncertain future after early playoff exit 14 hours ago

Social Content Discovery

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Discover Eclectic Boutiques in San Francisco
Yahoo
[San Francisco doesn't offer many obstacles to finding a great place to sleep]

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KAREN DALY
How would you spend a day in San Francisco?
Shop at the unique boutiques and markets.
Discover a fabulous mix of offbeat, sophisticated and trendy stores in Union Square, Hayes Valley, and beyond. Where to Stay As one of the most walkable cities in the U.S., San Francisco doesn't offer many obstacles to finding a great place to sleep at night. It doesn't matter which neighborhood you're in because you can [...]
Discover Eclectic Boutiques in San Francisco with Simon Doonan and Jonathan Adler

By: Yahoo! Travel Insider Escapes  -  Mon, Aug 6, 2012 5:31 PM EDT

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Discover a fabulous mix of offbeat, sophisticated and trendy stores in Union Square, Hayes Valley, and beyond.

“The video shown above is provided by Yahoo! The following itinerary is provided by American Express Travel.

Where to Stay
Lasagna with a twist

Super Mom dinner savers

Long Day of Childhood Super Bowl commercial

Growing up's tough!

Mama's Besta Meatballs Cook-off

This week's top 10 e-offers

Lasagna with a twist

**INGREDIENTS**
3 tbsp. extra-virgin olive oil
4 cloves garlic, peeled and crushed
10 oz. pancetta (or bacon), cut into 
$\frac{1}{2}$"-long x $\frac{1}{4}$"-square strips
$\frac{3}{8}$ cup white wine
1 lb. dried spaghettii
$\frac{3}{4}$ cup finely grated Parmesan
$\frac{1}{4}$ cup finely grated pecorino Romano
2 tbsp. finely chopped parsley
2 eggs
Kosher salt and freshly ground black pepper, to taste

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