Yahoo!(R) and Samsung(R) Connects Millions Across Europe

November 2, 2010

Yahoo! TV Connected

SEOUL, South Korea & SUNNYVALE, Calif (RPRN) 11/02/10 — Further Extends Yahoo!'s Connected TV Leadership; Offers Consumers a Cinematic Internet(TM) experience and Increased Distribution for Publishers

-Yahoo! (NASDAQ:YHOO) and Samsung today announced an extended partnership to deliver Yahoo! Connected TV in 26 new countries across Europe, bringing Yahoo! Connected TV on Samsung TVs to 39 countries worldwide. Together with Samsung's own Internet@TV service, Samsung's 2010 European Internet-connected TVs will also feature a new full-screen Yahoo! user interface. Today's news builds on the partnership that Yahoo! and Samsung first announced in January 2009.

With thousands of Internet content sources, and an ever-increasing number of TV Widgets, the Internet revolution will be televised(TM) as consumers use Yahoo! Connected TV to easily interact with Internet content and services to complement and enhance the traditional TV viewing experience. Consumers can access their favorite video content on YouTube(TM); view the latest headlines and videos on Sky News and Bild News, view photos from Flickr; discover travel deals on Teletext Holidays, get German football scores and updates on Bild Mein Klub; shop on eBay(R); play games from PlayJam, create a personal channel of music videos on Putpat, or catch up with friends on Twitter(R) and Facebook, and much more - all while watching TV.

"Europe is at the forefront of interactive TV, and together with Samsung we are increasing the availability of Yahoo! Connected TV and delivering an unparalleled, personally relevant connected TV experience for consumers," said Rich Riley, senior vice president and managing director Yahoo! EMEA. "Yahoo! connects consumers to the information and services they love regardless of the device. We're delivering the right Internet-connected TV experience across Europe and opening up a new and robust channel to publishers and developers looking to bring their services into millions of living rooms."

Still Working & Committed
BP.com
BP is Still Committed to Restoring the Gulf. Follow the Progress.

Michelin All Season Tires
www.michelinman.com
Michelin all weather tires. Great performance in all road conditions.

2013 Best Skin Tighteners
www.SkinCareSearch.com/FaceLifting
An Unbiased Review List of The Top Performing Skin Tighteners In 2013

"Samsung is an innovator in Internet-enabled TV, offering consumers one of the most compelling experiences possible," said Kevin Lee, vice president, Samsung Electronics. "Our expanded partnership with Yahoo! will enable millions of European consumers to experience content from Yahoo! Connected TV."

The extended partnership with

Samsung is the latest step in the global distribution of Yahoo! Connected TV, which is currently in use in 135 countries. Through an extensive list of silicon partnerships, Yahoo! Connected TV is now available on all major consumer electronic device chip architectures worldwide. Yahoo! and its partners will continue to bring the TV Widget experiences to

more televisions and other consumer electronic devices in the near future.

The increased global distribution and availability of Yahoo! Connected TV provides developers and content creators with additional scale and the ability to reach millions of engaged consumers in Europe, North America, Latin America and Asia. With new Web-based development interfaces, developers can easily create TV Widgets with the Yahoo!'s publically available TV Widget Development Kit (WDK).

About Yahoo!

Yahoo! (NASDAQ: YHOO) is an innovative technology company that operates the largest digital media, content, and communications business in the world. Yahoo! keeps more than half a billion consumers worldwide connected to what matters to them most, and delivers powerful audience solutions to advertisers through its unique combination of Science + Art + Scale. Yahoo! is headquartered in Sunnyvale, California. For more information, visit http://pressroom.yahoo.com or the company's blog, Yodel Anecdotal (http://yodel.yahoo.com).

For additional information on Yahoo! Connected TV, including images, please visit: http://connectedtv.yahoo.com/newsroom

Yahoo! is the trademark and/or registered trademark of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owners.

About Samsung Electronics Co., Ltd

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

SOURCE: Yahoo!

Yahoo!

Karen Mahon, +1-408-349-4152

karenm@yahoo-inc.com

or

Yahoo! Europe

Grazia Valentino-Boschi, +33 (0)1 70 91 20 85

graziavb@yahoo-inc.com

or

Samsung Europe

Evelyn Nicola, +44(0) 1932 455692

e.nicola@samsung.com

Media Web Address: http://connectedtv.yahoo.com/newsroom

About the author:
RushPR News is a social media newswire service created to help you with content creation and distribution to news outlets and social media networks. RushPRnews can also assist you with your web strategies with experts advices and strategies at an affordable cost. Write us at news@rushprnews.com

---

Filed Under: BREAKING NEWS, Technology, Featured, PRESS RELEASE, YAHOO NEWS

RUSH PR NEWS newswire and press release services at rushprnews.com / Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.

Please leave your comments here