



## ***iamasia* LAUNCHES TAIWAN OFFICE, REVEALS FIRST TAIWAN INTERNET AUDIENCE DATA**

### **First-ever scientific, third-party audience measurement data in Taiwan confirms that Kimo has the largest home audience on the web**

**TAIPEI, 29th November 2000** - Internet measurement specialist *iamasia* (Interactive Audience Measurement Asia) today formally launched its Taiwan operations and announced its first Internet home audience data for Taiwan. The most popular website in Taiwan in terms of monthly home audience size is kimo.com (including kimo.com.tw), which attracted 3,093,000 home visitors during October 2000.

This information is based on data collected from *iamasia*'s representative panel of home Internet users across Taiwan. This data is then weighted and then projected to the entire home Internet-user population in Taiwan, utilising the most up-to-date population data from *iamasia*'s monthly enumeration surveys.

Following the announcement by Yahoo! earlier this month that it is to acquire Kimo, *iamasia* also revealed that the total home audience for the kimo.com and yahoo.com sites combined reached 3,261,000 home Internet users in Taiwan in October.

As the table below shows, there is a substantial amount of duplication between the two sites' audience bases (people who visit both kimo.com and yahoo.com), which must be accounted for when calculating the combined audience size.

Ms. Joanne Liao, Taiwan General Manager for *iamasia*, said: "While Kimo is widely perceived as the most popular portal in Taiwan, this is the first time that scientific third-party data has been available to quantify the exact size of Kimo's audience. Following its acquisition, Yahoo! will have access to a home audience of well over three million visitors per month, and over two million visitors per week."

Also announced today were the results of an *iamasia* survey showing that Taiwan's Internet users are extremely optimistic about the Yahoo!/Kimo merger announcement. Conducted shortly after the acquisition announcement, the *iamasia* survey showed that 92% of Internet users feel that the acquisition would benefit them; 96% felt that the Yahoo!'s prospects after the merger are "good" or "very good"; while 89% agreed that Taiwan's web companies would be more competitive following the announcement.

In Taipei for today's launch, Louis Boswell, Chief Operating Officer of *iamasia*, commented: "Following our successful launches in Hong Kong and China, *iamasia* is bringing its recognised leadership in audience measurement to the Taiwan market, becoming the first company to deliver live Internet measurement data for the entire Greater China region. More than 10,000 Internet users in Taiwan, Hong Kong and China are currently being measured 24 hours a day, using third-generation, system-level metering technology that captures more data than older browser-based or clickstream-based meters. With over 30 clients that rely on *iamasia* data every day for critical business decisions, *iamasia* is widely recognised as the definitive source of fresh, accurate and comprehensive measurement intelligence for the Internet economy."

#### **DATA AT A GLANCE**

*iamasia* audience data for kimo.com (includes kimo.com.tw) and yahoo.com (includes yahoo.com.tw):

	October 2000		29 Oct - 4 Nov 2000		5-11 Nov 2000	
	Reach	Unique Users	Reach	Unique Users	Reach	Unique Users
kimo.com	67.4%	3,093,000	71.6%	1,891,000	71.6%	1,892,000
yahoo.com	24.8%	1,137,000	19.3%	510,000	19.3%	600,000
Duplication	21.2%	969,000	14.4%	381,000	14.4%	404,000
<b>total unduplicated audience for kimo.com + Yahoo.com;</b>	<b>71.0%</b>	<b>3,261,000</b>	<b>76.5%</b>	<b>2,020,000</b>	<b>76.5%</b>	<b>2,088,000</b>

Definitions:

*Unique users*

The number of individuals who visited a particular website during the reported period.

*Reach*

Reach, expressed as a percentage, represents the number of unique users divided by the total number of home Internet users during the reported time period.

### ***iamasia* survey results:**

Q: Do you think the Yahoo! and Kimo merger will benefit you?

A: 92% Yes; 8% No

Q: What do you think of Yahoo!'s future after the merger?

A: 36% Very good; 60% Good; 4% Probably not good

Q: Will Taiwan's web companies be more competitive following the acquisition?

A: 89% Yes; 11% No