



# Broadband: Consumer Context

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# The Web is Changing / User Desires Largely Stable

**The Web today offers overwhelming choice**

**People navigating to best of breed sites**

**The open, social Web enables choice and relevance**

**Desire for info on the go and seamless PC/mobile connectivity**

**Give me a way to  
navigate to the  
sites and  
answers I need  
most**

**Provide me with  
an easy way to  
check in on my  
daily online  
routine**

**Make sure I have  
a view into  
what's  
happening in the  
rest of the world**

# Openness and User Controls - Customized Content

Third Party Applications

The screenshot shows the Yahoo! homepage interface. At the top, there are navigation tabs for WEB, IMAGES, VIDEO, LOCAL, SHOPPING, and MORE. A search bar with a 'Web Search' button is on the right. The main content area is titled 'TODAY - February 23, 2009' and features a 'Mix' slider with 'Fun', 'Mixed', and 'Serious' options. Below the slider, a 'Most popular mix' section highlights 'What's big on Yahoo! right now.' with a large image of a stone wall. A featured article titled 'Sights to see before you die' includes a list of 10 spots and links for 'Find cheap airfare', 'Great family destinations', and 'Vacation package deals'. To the right, a 'Top News' list includes items like 'Claude Lemieux', 'Strep Throat', 'Judith Hill', 'Swine Flu', and 'G8 Summit'. A 'Take your business online' section offers services like securing a domain name and maximizing online sales. At the bottom, there are market updates for Dow and Nasdaq, and a 'Sponsored by Scottrade' banner.



# Creating an Integrated Experience - Openness

My Yahoo! Make Y! your homepage | Hi, Michael | Sign Out

WEB IMAGES VIDEO PEOPLE LOCAL SHOPPING MORE

**YAHOO!**

Showing results from: **www.youtube.com**

**YouTube - Kayak How To**  
4:47. How to empty a **kayak**. 2,401 views. INCCmedia. Added. 1:03 ... ( except how to put a **kayak** into the water hahahahah just kidding) Good luck ...  
[www.youtube.com/watch?v=AMjH8eASu38](http://www.youtube.com/watch?v=AMjH8eASu38) - 87k - [Cached](#)

**YouTube - How to Sea Kayak : Sea Kayaking: The Forward Stroke**  
Sea kayaking can be a very dangerous sport that not everyone is made for. Learn how to do a forward stroke and how to be safe while doing it. Expert: Jean To...  
[www.youtube.com/watch?v=SkUS2fyKgoU](http://www.youtube.com/watch?v=SkUS2fyKgoU) - 140k - [Cached](#)

**YouTube - Kayak How To Paddle Backwards**  
Mike Aronoff of Canoe **Kayak** and Paddle Co. teaches fundamental skills of kayaking. ... 4:21. **Kayak How To** Perform Bracing Strokes. 137 views. CKAPCODOTCOM ...  
[www.youtube.com/watch?v=H9Xtc8S2QQA](http://www.youtube.com/watch?v=H9Xtc8S2QQA) - 81k - [Cached](#)

**YouTube - Kayaking Basics for Beginners : How to Choose & Buy a Kayak ...**  
Learn about **kayak** paddles and what to look for when buying a **kayak** paddle in this free video. Expert: Lloyd Reeves Contact: [www.fastkayak.com](http://www.fastkayak.com) Bio: Lloyd Reeves ...  
[www.youtube.com/watch?gl=CA&hl=en&v=VlsIHRSYKA&feature=related](http://www.youtube.com/watch?gl=CA&hl=en&v=VlsIHRSYKA&feature=related) - 139k - [Cached](#)

**YouTube - Rodeo Kayaking Tips & Freestyle Techniques : How to Choose a ...**  
Learn how to choose a rodeo **kayak** for freestyle kayaking, in this free freestyle kayaking basics video. ... kayaking **kayak** freestyle elements balance ...  
[www.youtube.com/watch?v=NC621A3zZjE&feature=related](http://www.youtube.com/watch?v=NC621A3zZjE&feature=related) - 168k - [Cached](#)

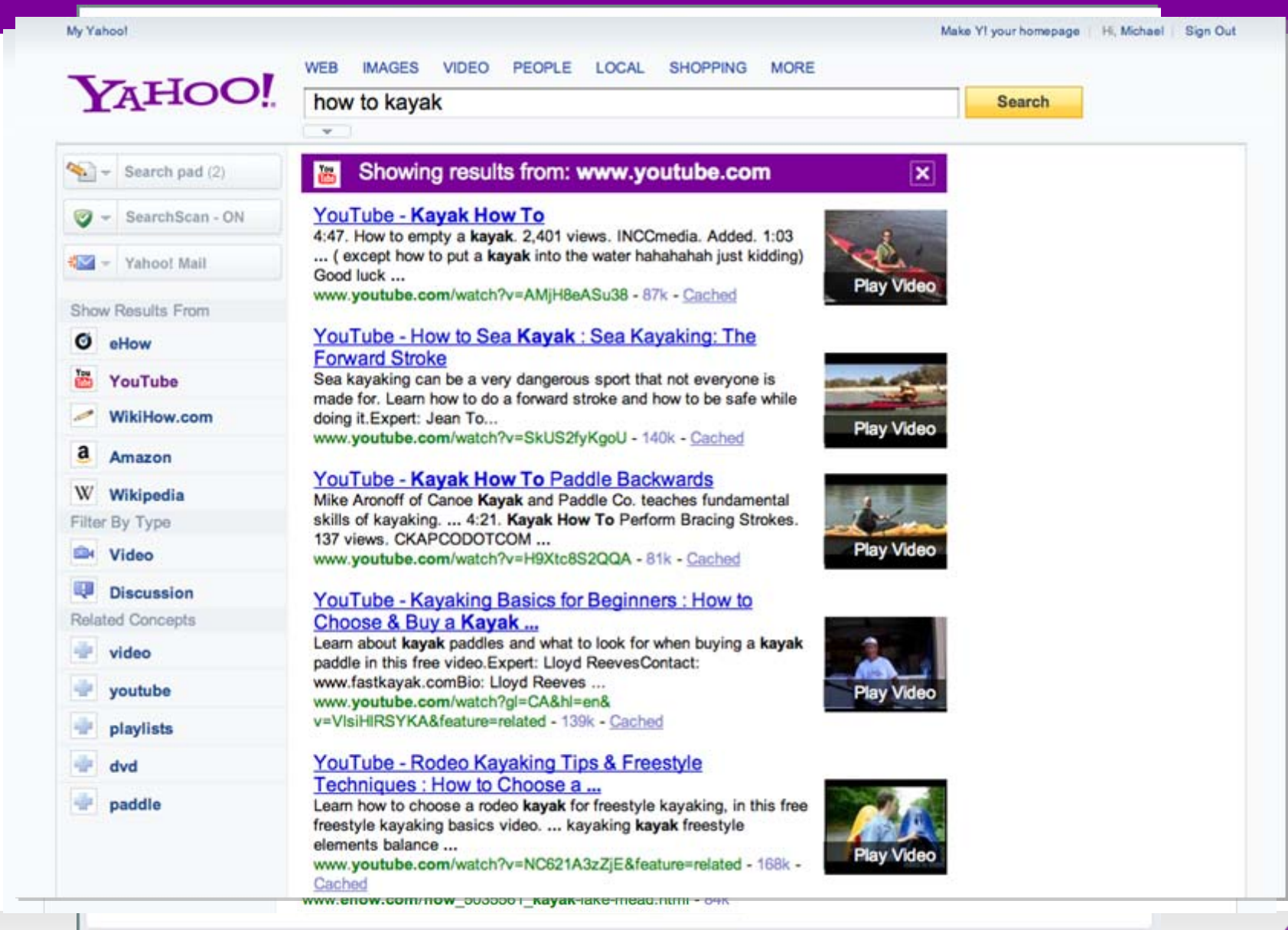
[www.enow.com/now\\_0000001\\_kayak-take-mead.html](http://www.enow.com/now_0000001_kayak-take-mead.html) - 64k

Search pad (2)  
SearchScan - ON  
Yahoo! Mail

Show Results From  
eHow  
YouTube  
WikiHow.com  
Amazon  
Wikipedia

Filter By Type  
Video  
Discussion

Related Concepts  
video  
youtube  
playlists  
dvd  
paddle



# Consumer Privacy

## Enhanced Global Data Retention Policy

- Industry leading both in dramatically shortening retention duration and significantly broadening scope of data covered under the policy

### Duration

- Up to 90 days for most log file data
  - Many systems will retain for less than this period
- 6 months for select log file systems:
  - Product fraud detection – click fraud example
  - Abuse management
  - Financial fraud tools
- Access controls employed
- Exceptions for specific legal obligations

### Scope of Data

- Search log files... AND
- Page views
- Page clicks
- Ad views
- Ad clicks
- Policy now applies to log files that serve all products and ad platforms, not just search

YAHOO!

YAHOO!

OOO!

YAH

