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To whom it may concern

Yahoo Japan Corporation  
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Stock code: 4689

**Yahoo Japan Corporation announces monthly data for November 2004**

Yahoo Japan Corporation announces monthly data on its businesses for November 2004, as attached.

Subject	November 2004	October 2004 (for reference)
<b>Yahoo! BB Business Division</b>		
Monthly Page Views for Yahoo! BB Business Division	2,691 million PVs	2,745 million PVs
Number of Lines with Jumper Installation Completed (*1)	Approx. 4,604 thousand lines	Approx. 4,541 thousand lines
Number of Lines Marketed by Yahoo! JAPAN	Approx. 1,163 thousand lines	Approx. 1,158 thousand lines
<b>Listing Business Division</b>		
Monthly Page Views for Listing Business Division	3,487 million PVs	3,550 million PVs
Number of Business Express Contracts (*2)	2,915 contracts	2,733 contracts
<b>Auction Business Division</b>		
Monthly Page Views for Auction Business Division	6,901 million PVs	6,999 million PVs
Number of Auction Unique Browsers (*3)	19.45 million browsers	19.71 million browsers
Average Number of Total Listed Items (*4)	7.49 million items	6.80 million items
Average Closing Price (*5)	5,967 yen	5,911 yen
Average Successful Auction Ratio (*6)	41%	42%
Number of Stores (*7)	3,207 stores	3,126 stores
Monthly Volume of Auction Transacted on the Site (*8)	Approx. 54.7 billion yen	Approx. 53.8 billion yen
<b>Shopping Business Division</b>		
Monthly Page Views for Shopping Business Division	499 million PVs	519 million PVs
Number of Stores (*9)	2,574 stores	2,447 stores
Monthly Volume of Shopping Transacted on the Site (*10)	Approx. 6.6 billion yen	Approx. 6.2 billion yen
<b>Media Business Division</b>		
Monthly Page Views for Media Business Division	6,731 million PVs	7,630 million PVs
<b>Business Solution (BS) Business Division</b>		
Monthly Page Views for BS Business Division	2.2 million PVs	2.1 million PVs
<b>Corporate Common Data</b>		
Total Monthly Page Views	23,645 million PVs	24,905 million PVs
Non-Divisional Page Views including Top Pages (*11)	3,331 million PVs	3,458 million PVs
Number of Unique Browsers (*12)	79.58 million browsers	80.41 million browsers
Number of Active User IDs on Yahoo! JAPAN (*13)	12.28 million IDs	12.16 million IDs
Number of Yahoo! Premium Member IDs (*14)	4.71 million IDs	4.59 million IDs
Monthly Volume of Commerce Transacted on the Site (*15)	Approx. 61.4 billion yen	Approx. 60.0 billion yen

(\*1) Total number of lines with jumper installation completed at the end of each month (excluding cancellations)

(\*2) Monthly number of Business Express contracts

(\*3) Number of browsers which accessed Yahoo! Auctions each month

(\*4) Average number of total listed items for each month

(\*5) Average closing price for each month

(\*6) Average ratio of successful auctions per day for each month (excluding the ratio for the final days of free listing campaigns)

(\*7) Number of stores at the end of each month

(\*8) Total turnover of auctions completed on the site. Since it contains items in Special Categories (automobiles, motorcycles, and real estates), and since Yahoo! JAPAN doesn't collect a transaction fee when an auction is cancelled after completion, the monthly transaction revenue from auctions can not be calculated by multiplying this figure by 3%.

(\*9) Number of stores at the end of each month

(\*10) Total turnover of each month including Yahoo! Travel, eS! Books and Yahoo! Tickets. The figures are tentative, since cancellation and others could take place in the future.

(\*11) Page Views which are not included in Business Divisions such as Top Pages

(\*12) Number of browsers which accessed Yahoo! JAPAN services each month

(\*13) Number of Yahoo! JAPAN IDs which logged in each month

(\*14) Number of Yahoo! Premium Member IDs at the end of each month

(\*15) Monthly volume of commerce is the turnover of auction and shopping businesses including Yahoo! Travel, eS! Books and Yahoo! Tickets.

The figures are tentative, since cancellation and others could take place in the future.