

Provizio embarks on its third year providing strategic analysis to CNBC Europe's 85 million viewers

Boise, ID – April 24 Provizio celebrated its third straight year of live radio broadcasts with CNBC Europe, providing detailed market and company analyses to CNBC Europe's 85 million European viewers.

Provizio's most recent analysis on CNBC Europe focused on recent Yahoo! market movements. During the interview, Provizio discussed how Yahoo! would counter lower market share by boosting ad revenue and moving more aggressively into other lucrative growth areas such as gaming. At one time the unchallenged leader in online services, Yahoo! has been criticized by industry followers for losing market share to rival Google and lagging ad revenue generation.

"We see [Yahoo's] social search feature that connects some of the standard search capabilities with a shared social network of dedicated Yahoo! users helping with more targeted advertising to bring better click-thru rates and more ad stickiness," said Provizio President Steve Ackerman.

Provizio also predicted that Yahoo! Games would help boost the company's ability to increase its ad revenue. A significant reason for this, Provizio said, is because Yahoo! has partnered with Helio, which links it to Fox Interactive Media and companies like GameSpy. Yahoo! Games' connection opens it up to a 29 million users to which it can target specific ads and develop affinity programs.

"Provizio continues to demonstrate the critical value from competitive intelligence strategically occurs from our insights and analysis which provide our clients with a battle plan to resolve their competitive challenges," said Provizio Founder and CEO Tim W. Rhodes. "Companies need to understand the story behind why their competitors are succeeding against them, and which steps they can take to counter these competitive threats."

CNBC Europe has requested Provizio's analysis on a wide range of the activities of leading global companies spanning several industries. These include web services, enterprise software, database software, semiconductor manufacturing, wireless technology, personal computing and office products, healthcare technologies, gaming, and several others.

Click [here](#) to listen to the latest CNBC Europe interviews

About Provizio

Provizio is a leader in primary competitive intelligence and information security services. More than one hundred Fortune 500 companies rely on Provizio's intelligence services to obtain unmatched primary intelligence that is tailored to fit each client's specific needs. Provizio's counter-intelligence services help its clients to protect themselves from competitors attempting to gain access to confidential information. Provizio's staff consists of career intelligence professionals with extensive experience using primary-based research, analysis, and counter-intelligence techniques. www.provizio.com

Provizio Media Contact

Daman Cambra, Director of Marketing & Intelligence Services

dcambra@provizio.com

Cell. 208.794.6600

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