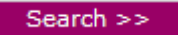


We have produced a test utility to demonstrate the Monetised Search API.

Point your desktop browser to: <http://vip1.mcproton.com/search/dbmobile/demo/Search>

Enter a keyword into the search box and click  and then the search results will display in the following order:

- Sponsored Listings.
- Mobile Listings.
- Web Listings.
- Images (excluded for search terms with sensitive or adult (Over-18) rating).
- Related Searches

Configuration settings on the right hand side allow you to make the following selections:

- Market: UK or US.
- Device Type: Standard / Smartphone / Default
NOTE: Yahoo use handset detection (user agent) to determine whether to return mobile ads or PC ads – selecting 'Smartphone' will return PC ads which should generally give better coverage. Selecting 'Standard' or 'Default' will return mobile ads.
- Carrier: carrier name or default/other.
NOTE: 'Default' is pre-selected you may need to change this in order to get Sponsored Listings results returned.
Selecting 'other' should give same results as if phone is using a Wi-Fi data connection.
- Sponsored Listings / Mobile Listings / Web Listings / Images; choose the number of results to be returned.
- Related Searches: can be switched off.
NOTE: Related Searches supports two features; i) a spell check to then return 'Did you mean?' suggestions and ii) Related Searches which provides similar search term suggestions which can be used to generate new searches.
- Adult Content?: can be switched on if you want to have Over-18 rated results included.

- End of Document -