

**Did Yahoo's business really improve after 22-Sep hack announcement? - NY Post**  
**Wednesday, October 19, 2016 03:54:13 AM (GMT)**

- Digital media insiders tell the NY Post that they find it extremely hard to believe Yahoo's internal data suggesting that page views and emails sent on Yahoo went up after the announcement of a data breach.
- The NY Post notes that the slides Yahoo provided with results -- evidently in an attempt to let Verizon (VZ) know it should plan to go ahead with its \$4.8B purchase of Yahoo -- failed to mention that Yahoo took over Hulu's ad-supported network TV content during the 28-Aug-to-9-Oct period they covered, and the takeover probably added traffic.

**Reference Links:**

- [NY Post](#)

**Industries:** Communications Services, Computer & Internet Services

**Primary Identifiers:** VZ-US, LBTA.XX1-US

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