

YouGov PLC  
23 October 2007

TR-1: Notifications of Major Interests in Shares

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:

YouGov PLC

2. Reason for the notification

(please place an X inside the appropriate bracket/s):

An acquisition or disposal of voting rights: ( X )

An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached: ( )

An event changing the breakdown of voting rights: ( )

Other (please specify) : ( )

3. Full name of person(s) subject to notification obligation:

Fidelity International Limited (FIL)

4. Full name of shareholder(s) (if different from 3) :

5. Date of transaction (and date on which the threshold is crossed or reached if different):

October 18, 2007

6. Date on which issuer notified:

October 22, 2007

7. Threshold(s) that is/are crossed or reached:

11%

8. Notified Details:

A: Voting rights attached to shares

8: Notified Details

A: Voting rights attached to shares

Class/type of shares If possible use ISIN code	Situation previous to the triggering transaction		Resulting situation after the triggering transaction			
	Number of shares	Number of voting rights	Number of shares	Number of voting rights	Percentage of rights	
			Direct	Direct	Indirect	Direct
Indirect						
ISIN						
GB00B1VQ6H25	10,002,840	10,002,840			10,889,710	11.76%

B: Financial Instruments

Resulting situation after the triggering transaction

Type of voting financial instrument	Expiration date	Exercise/conversion period/date	No. of voting rights that may be acquired (if the instrument exercised/converted)	% of rights
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Total (A+B)  
Number of voting rights      % of voting rights

10,899,710

11.76%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

	Shares held	Nominee	Management Company
	260,200	Bank of New York Brussels	FPM
Fidelity International Limited (FIL) is the parent holding company for various direct and indirect subsidiaries, including Fidelity Fund Management Limited (FFML), Fidelity Investment Services Ltd (FISL), Fidelity Gestion (FIGEST), Fidelity Investments Advisory (Korea)Limited (FIAKL), Fidelity Investments Mangement (Hong Kong) Limited (FIMHK), Fidelity Pension Management(FPM), Fidelity Investments Japan (FIJ) and Fidelity Investments International (FII), investment managers for various non-US investment companies and institutional clients.	6,248,240	Brown Bros Harrimn Ltd Lux	FIL
	248,200	Brown Bros Harrimn and Co	FIJ
	1,261,770	JP Morgan, Bournemouth	FIL
	2,288,900	JP Morgan, Bournemouth	FISL
	78,400	JP Morgan, Bournemouth	FPM
	395,000	Northern Trust London	FPM
	119,000	State STR BK and TR Co LNDN	FPM

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Proxy Voting:

10. Name of proxy holder:

Fidelity International Limited (FIL)

11. Number of voting rights proxy holder will acquire to hold:

896,870

12. Date on which proxy holder will acquire to hold voting rights:

18 October 2007

13. Additional information:

14. Contact name:

David Merryweather

15. Contact telephone number:

fil-regulatoryreporting@uk.fid-intl.com

For notes on how to complete form TR-1 please see the FSA website.

This information is provided by RNS  
The company news service from the London Stock Exchange