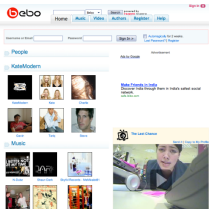


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By: Bogdan Popa, Security and Search Engines Editor



Bebo's official webpage

[After Microsoft, Yahoo Steps Into The Social Network Battle. How About Google?](#)

Yahoo!7 and Bebo signed a deal

Yahoo!7, the Australian side of the Sunnyvale giant portal, announced that it has reached a deal with Bebo, a large social networking technology, in order to bring adverts straight to its users. In case you didn't read the news, Microsoft also made a major step into the social networking battle by signing a deal with the giant Facebook which apparently attracts approximately 200,000 new users per day. The deal with between Yahoo!7 and Bebo has an incredible advertising potential because the social websites are continuously developing, which obviously means more users to access the giant portal's adverts. But this is not the only benefit for Yahoo. Imagine that such a large service is also supporting the company's expansion, because it's a well known fact that Yahoo wants to evolve into every corner of the world. "This partnership enables us to provide advertisers a unique offering across television, online, print and social networking. More importantly, it signals the focus for Yahoo!7, in extending our resilient and robust platform for enhanced user experiences and creating further opportunities for advertisers to develop campaigns that are creative and cutting edge," Markus Barnikel, Head of Strategic Partnerships, Yahoo!7, said. But the partnership between Yahoo and Bebo is also useful for the social networking website. According to the agreement, Yahoo will implement its video player into the Bebo platform in order to stream content provided by Channel 7 straight to the registered users. "Bebo remains one of the most desired online destinations for the elusive 13 - 24 demographic. Boasting the highest engagement of any website in Australia, with users spending on average 36.1 minutes³ per day, Bebo is focused on providing custom engagement marketing campaigns. The partnership with Yahoo!7 enriches the advertising opportunities available through Bebo with the knowledge that our campaigns will be driven by a team at Yahoo!7 that have experience in executing innovative, integrated and creative media solutions," Francisco Cordero, General Manager Australia & New Zealand, Bebo, stated.