

12 November 2007

By: Bogdan Popa, Security and Search Engines Editor



[And Here's AOL Rising More Than Google](#)

AOL acquires Yedda

Wow, we've seen so many acquisitions made by AOL that it seems the New York-based company really wants to conquer the market and compete with the two giants Google and Yahoo. Today, AOL announced the name of the next firm to join its offering which makes the company step into another side of the industry: the Q&A battle. Yedda is a company founded in 2006 by Avichay Nissenbaum and Yaniv Golan, having approximately 20 employees. The financial terms were not disclosed but this is a pretty important acquisition for AOL as the company plans to expand its offering to include more categories of products. In case you never used a Q&A technology, it allows you to post a question and get answers from other registered members. The product is equipped with ratings and comments systems to let you choose the best answers."In the course of our daily lives we often leverage the experience and expertise of friends, colleagues and professionals like doctors and lawyers to get answers to questions we have," said Ron Grant, President and COO of AOL. "Incorporating Yedda's unique technology into AOL enables us to bring together our traditional search resources and an entire community of people to help users quickly find answers to questions."At this time, Yahoo seems to be the most important rival for AOL and its new partner Yedda, because Yahoo Answers is among the top technologies in the Q&A competition. However, there's enough room for many other products as the super search giant Google shut down its solution a long time ago."We are excited about joining the AOL family", said Avichay Nissenbaum, CEO and Co-founder of Yedda. "The services and technologies our team developed are a perfect fit with the AOL strategy. We will continue to empower knowledge communities throughout the Web, directly and through our network of partnerships, and we're looking forward to weaving our unique value into the various AOL properties."