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Yahoo Becomes The New Google, Turns Into The Main Internet Attraction

And signs deals with three top web companies

The Sunnyvale company Yahoo signed deals with Forbes.com, Cars.com and Ziff-Davis Media in order to bring Yahoo's advertising platform on their websites. According to the giant portal, these three moves are only the part of a powerful Yahoo campaign which is supposed to bring more premium publishers to its advertising platform and make it more competitive for the other similar technologies on the web. "Yahoo! is developing a new marketing ecosystem where premium publishers can deliver relevant marketing messages to their users on their owned and operated sites, or on Yahoo!'s sites, while also giving marketers the ability to reach their desired audiences across the entire network," said Todd Teresi, senior vice president of the Yahoo! Publisher Network. "When you put the breadth of Yahoo!'s owned and operated properties together with these vertically-focused leaders, advertisers will be able to reach a high-quality audience with greater relevance and scale." As I said in the past, Yahoo wins a lot with these agreements because they are all increasing the number of consumers registered for the advertising platform which is a solution supposed to compete with AdWords and AdSense, the leaders of the battle owned by Google. But the Mountain View rival wants even more than that and it really wants to obtain it using the DoubleClick acquisition announced a few months ago. However, Google's plans might be canceled as several companies complained that a potential acquisition would infringe the antitrust laws and harm the competition which also includes Yahoo. Anyway, Yahoo remains focused on its products and this day marks a milestone in its advertising history: it signed deals with no less than four top names - Cars.com, Forbes.com, Ziff-Davis Media and WebMD. "Extending the reach of our PCMag.com Network and 1UP.com network audiences via Yahoo!'s extended network of Web properties creates more opportunities for advertisers to reach these valuable, proven buying communities," said Jason Young, Chief Executive Officer, Ziff Davis Media. "It's an incredibly compelling proposition that's a win for Ziff- Davis Media, Yahoo!, and marketers alike."