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Microsoft and Yahoo Company Analysis

Microsoft/Yahoo Deal Changes White
Label Search Landscape

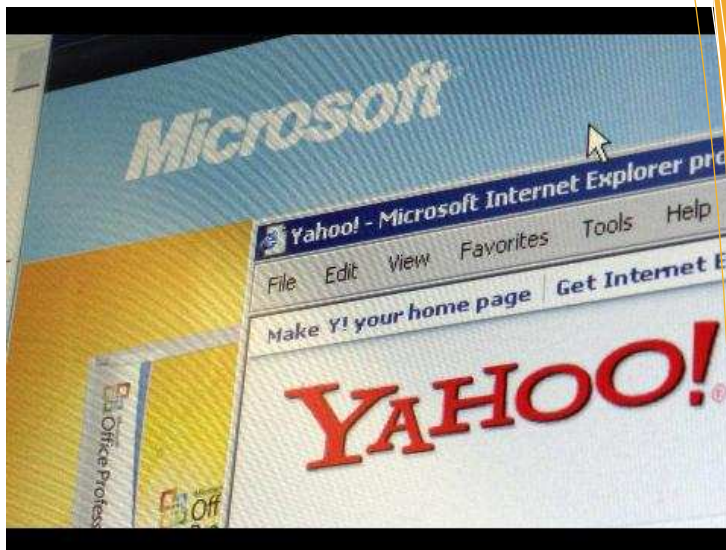
August 2009

Overview

The July 2009 announced partnership between Microsoft and Yahoo will likely propel Microsoft's Bing online search engine to greater heights and enable it to compete effectively with Google through 2014.

Mind Commerce expects the deal to benefit marketing executives with budgets committed to online search display advertising, white label search engine optimization campaigns, and premium content product placement initiatives on the Microsoft and Yahoo portals.

Media buyers interested in pursuing Microsoft and Yahoo as their primary branding platforms can expect immediate improvements in Bing's search technology capabilities along with a highly efficient advertising network and sophisticated analytics dashboards.



This report provides a concise and highly impactful analysis of the Microsoft and Yahoo partnership, competitive analysis, SWOT analysis, and Mind Commerce's proprietary analysis of the Search Engine and Portal Landscape today and the expected changes within one year.

This must read report will help anyone involved in search and search-based advertising better understand business strategies, competition and the direction of product offerings and solutions.

Key Findings

- The July 2009 announced partnership between Microsoft and Yahoo will likely propel Microsoft's Bing online search engine to greater heights and enable it to compete effectively with Google through 2014
- Mind Commerce expects the deal to benefit marketing executives with near-term budgets committed to search display and mobile advertising, white label search engine optimization campaigns, and premium content product placement initiatives on the Microsoft and Yahoo portals.
- Media buyers interested in pursuing Microsoft and Yahoo as their primary branding platforms can expect immediate improvements in Bing's search technology capabilities along with a highly efficient advertising network and sophisticated analytics dashboards
- Mind Commerce fully expects that this partnership will alter the white label search engine vendor landscape during the next five years as Microsoft encroaches on Google's 70% market share in the Web space



Target Audience

- Media Buyers at Marketing and Advertising Agencies, and Corporate Marketing Departments: Chief Marketing and Advertising Executives are determining how best to allocate their budgets for 2010 and mobile is certainly on their radar.
- Mobile advertising networks: The suppliers enable different types of mobile ads to be broadcast over mobile networks, in videos, and in other mobile premium content.
- Mobile search and content aggregators: Many are chasing Google but the smaller vendors offer localized search capabilities.
- Cellular phone providers. They carry the millions of text messages, some of them sponsored, and are looking at ways to leverage mobile marketing campaign data for their own use.
- Mobile platform developers: These suppliers create videos, games, downloadable applications for mobile that they in turn use to recruit sponsorship opportunities.
- Traditional media outlets: Broadcast television stations and Internet properties are leveraging mobile to stream newscasts and other premium content
- Smartphone and PDA manufacturers: They provide the hardware that enable next-generation mobile content possible

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