

AOL in health, sports, real estate content deals

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(AP) -- AOL Inc. said Thursday that it will get health, sports and real estate content from three outside companies: Sports news site operator Sporting News, health site operator Everyday Health and real estate listings website operator Move Inc.

New York-based AOL said Sporting News' Sporting News Feed will serve as AOL's main sports site in the U.S., and AOL will include a link from its home page to a Sporting News site that will soon be relaunched. Until now, FanHouse.com had been AOL's sports website; AOL said the Fanhouse brand will live on with Sporting News.

Everyday Health will become AOL's health site, taking over for AOL Health, and AOL will link to it from its home page and other sites in its network.

AOL said that by working with Move Inc., AOL Real Estate users will be able to view up-to-date information about available properties, property records, schools and neighborhoods.

AOL didn't give financial details of the agreements, but in a conference call discussing the announcements CEO Tim Armstrong said that AOL is offering these partners [Web traffic](#), and they will get content and "[monetization](#)" in return. He believes both sides will make money from the deals.

Over the past several years, [AOL](#) has focused on bringing in revenue

from online advertising. The company rose to prominence in the '90s as a dial-up [Internet service provider](#), but that source of business has dwindled as consumers have migrated to speedier Internet services.

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