

Yahoo! buys online ad platform 5to1

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The California-based Internet pioneer did not reveal financial terms of the acquisition.

"5to1's innovative platform and premium private marketplace will further enable Yahoo! to extend our [advertising](#) leadership," said Wayne Powers, senior vice president of [advertising sales](#) for Yahoo! in North America.

"5to1 provides additional access to publishers and unlocks the value of unsold inventory for premium brand advertisers."

US-based 5to1 launched in 2009 as a market for advertisers and website publishers when it comes to unsold supplies of premium ads.

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