

# Report: Yahoo, AOL Microsoft plan ad sale deal

September 14 2011

---

(AP) -- Yahoo, AOL and Microsoft are joining up to sell each other's advertising inventory, according to published reports.

Citing unnamed sources, the blog AllThingsD reported earlier Wednesday that executives from Yahoo Inc., AOL Inc. and Microsoft Corp. told Web publishers and ad buyers about the plan at a presentation on Tuesday.

Yahoo and AOL declined to confirm the report. A Microsoft representative did not immediately respond to messages for comment.

A deal could help the companies slow the fast growth of [Google](#) and [Facebook](#) in the lucrative online [display advertising](#) market.

In a statement, Yahoo says it has "longstanding relationships" with AOL and Microsoft and will continue to work with them in years to come. AOL says it continues to look to expand its relationships with publishers, including Yahoo and Microsoft.

©2011 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Report: Yahoo, AOL Microsoft plan ad sale deal (2011, September 14) retrieved 20 April 2024 from <https://phys.org/news/2011-09-yahoo-aol-microsoft-ad-sale.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private

study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.