

Yahoo big on desktops as world goes mobile

January 21 2014



The Yahoo homepage is seen on a computer screen in Washington, DC on October 19, 2010

Yahoo was the most popular online venue visited from US desktop computers in December as modern lives increasingly revolve around using mobile devices to connect with the Internet.

Yahoo continued to hold a crown it claimed in August of last year after edging past Google in a comScore ranking of online properties most frequently visited from desktop computers in the United States.

Freshly released figures from the industry tracker show that Yahoo

websites logged just shy of 195.2 million unique visitors in December while second-place Google saw about 192.3 million unique visitors.

ComScore pegged the overall US desktop Internet explorers at 224,057 million people.

The lead ranking continued to be good news for Yahoo chief executive Marissa Mayer, who moved from Google in mid 2012. But Yahoo still trails Google in revenues and advertising, particularly in the key search segment.

More visits translate into the potential to bring in more money from online ads.

Mayer has made improving Yahoo's popularity on smartphones and tablets a priority as the faded Internet search pioneer is re-invented as a "premier digital media" company.

Yahoo shares were down more than two percent to \$39.06 in afternoon trading on the Nasdaq exchange in New York City.

© 2014 AFP

Citation: Yahoo big on desktops as world goes mobile (2014, January 21) retrieved 20 April 2024 from <https://phys.org/news/2014-01-yahoo-big-desktops-world-mobile.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.