
GOOGLE AND AOL RENEW PARTNERSHIP



Google and AOL have announced that they have renewed their partnership for a new five-year contract. The reigning internet giant and its predecessor made the announcement on Thursday. The new partnership will go beyond the details of their previous agreement, expanding into mobile search and content, perhaps the largest emerging platform available. Under the agreement, AOL will offer video for the Google owned, YouTube. AOL, who has seen its profits deteriorate over the past ten years, since broadband overtook dial-up as the main method of "signing on," and services like HotMail and Gmail, made it easier than ever to "get mail," has been looking for new ways to add to its portfolio. In 2008, AOL purchased the popular networking site, Bebo, only to announce earlier this year, that they plan to shut down or sell the site. Now, the company is looking towards mobile apps and content as potential ways to grow in the new marketplace. As part of the deal, Google will extend more search features to the network of AOL owned and run websites. Both parties hope to see an improved user experience that provides more pointed and relevant ads.

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