



NEW SEARCH AND ADVERTISING HYBRID UNVEILED BY YAHOO



In the last two years, [Yahoo](#) lost four percent of its share of the search engine market in the U.S. It has now introduced a new version of its search engine that it hopes will draw in more users and market share, as well as new advertisers. The newly revised engine, which is currently in beta, is called Yahoo Search Direct. It combines instant searching with instant answers, and its speed is described by Yahoo as the "fastest thing you have ever seen." The way that the company's new search works is that as you type in your search, a list is instantly provided in a pop-up box of popular queries to choose from, similar to Google's instant search feature. Next to that list, a list of a few popular answers (or websites) is instantly shown next to the queries, changing as you type. Yahoo has plans on utilizing its new search for advertisers as well by placing advertisements in the same pop-up box next to the search results, and is looking to start making partnerships with different advertisers in the next few months. Instead of only featuring text ads in the pop-up box, Yahoo is planning to offer video or graphical ads in the box as well, which should be implemented within the next few months, according to the company.

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