

---

## AOL SLIMMING DOWN FROM 100 CONTENT BRANDS TO 20



With today's fast changing times, in this high tech world full of ever changing search engines, AOL has taken the "Bull by the horns". Cutting out over 80 content brands, with a new forward thinking approach. AOL's CEO Tim Armstrong is directing focus on 20 of its content brands to make the user experience more satisfying.

Read the original article here:

[AOL Pares Down to 20 Content Brands in Latest Revamp](#)

<https://blog.granted.com/>