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## AD PARTNERSHIP BEING MADE WITH AOL, YAHOO AND MICROSOFT TO CHALLENGE GOOGLE



Yahoo, AOL and Microsoft have traditionally competed for digital advertising revenue, have created an unusual partnership in which they will sell ads for one another. They are doing this in order to challenge Google which has dominated the "search advertising market". By joining together and selling to one another they hope to reduce the need for third party ad networks. What they trying to replicate is the growth of private exchanges. The companies plan would most likely require them to overcome several obstacles. Read the full article here: [AOL, Yahoo and Microsoft Reportedly in Ad Deal](#)

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