

Who Owns What v2.1

the new new media landscape as of 02.07.2008

YAHOO!

Sold.com – prototype online auction site (2001)
HotJobs – jobs site (2002)
Inktomi – software for ISPs (2002)
Overture – search marketing tools (2003)
Internet Assistant – browser object for IE (2004)
Kelkoo – UK/ Europe shopping site (2004)
MusicMatch – digital mp3 jukebox / store (2004)
WUF Networks – digital file transfer tool (2004)
Verdisoft – software development company (2005)
Flickr – parent company was Ludicorp Research (2005)
Stadeon – cross-platform gaming backend (2005)
Konfabulator – early widget platform (2005)
Upcoming.org – online calendar (2005)
Whereonearth – embedded ads for maps (2005)
Del.icio.us – online social bookmarking app (2005)
SearchFox – RSS reader (2006)
Meedio – applications for PC, DVR and home (2006)
Kenet Works – online communities (2006)
Bix.com – karaoke/ video service (2006)
Wretch – Taiwanese social networking (2006)
MyBlogLog – widget for blogs (2007)
Right Media – online advertising exchange (2007)
Rivals.com – college sports news site (2007)
Jumpcut - video editing service (2007)
Blo.gs - blog pinging service (2007)

IAC

HSN – Home Shopping Network (1997)
Ticketmaster – (1998)
CitySearch – Online city guides (1998)
Hotel Reservation Network – Became Hotels.com (1999)
uDate.com – Dating service (2002)
Expedia – Travel site (2003)
Lending Tree – Loans and banking site (2003)
Hotwire – Discount travel engine (2003)
RealEstate.com – Real Estate search system (2003)
TripAdvisor – Discount travel site (2004)
HomeLoanCenter – Loans and banking (2005)
Ask Jeeves – Search engine (2005)
Shoebuy.com – Shoe retailer (2006)

Other original launches/ acquisitions:
CollegeHumor.com – Humor and entertainment site
Evite – Online invitation management system
Gifts.com – Retail site
Match.com – Dating site

Google

Deja.com (2001)
Pyra Labs - Blogger (2003)
Neotonic Software - for CRM (2003)
Applied Semantics – for search(2003)
Kaltix Corp – for context sensitive search (2003)
Genius Labs – for blogging (2003)
Ignite Logic – web templates for law firms (2004)
Picasa – digi photo management (2004)
Keyhole Group – digital mapping (2004)
Where 2 Technologies – digital mapping (2004)
ZipDash – maps and traffic for mobile devices (2004)
2Web Technologies – spreadsheets (2005)
Urchin – metrics/ analytics (2005)
Dodgeball – mobile social networking (2005)
Reqwireless Inc – Java browser (2005)
Current Communications Group – broadband Internet (2005)
Android – software for mobile phone o/s (2005)
Transformic Inc – search engine for deep/ invisible web (2005)
Skia – graphics software engineering (2005)
dMarc Broadcasting – digital radio broadcasting (2006)
Measure Map – analytics for blogs (2006)
Upstartle – Writely, document editor for the web (2006)
@Last Software – SketchUp 3D modelling (2006)
Orion – Referral search engine (2006)
Neven Vision – automatic information extraction from jpgs (2006)
Jotspot Inc – wiki platform for websites (2006)
YouTube – online video company (2006)
Endoxon – geomapping software (2006)
Xunlei – filesharing app for the web (2007)
Adscape Media – in-game advertising (2007)
Gapminder's Trendalyzer – presentation software (2007)
DoubleClick – ad platform for the web (2007)
Tonic Systems – document conversion technology (2007)
Marratech – video conferencing technology (2007)
Green Border Technologies – secure web browsing tech (2007)
Panoramio – photo site sharing for Google Earth (2007)
Feedburner – RSS feed distribution analytics and management
GrandCentral – mobile voice management (2007)
Postini - communications security and compliance (2007)

News Corporation

Intermix Media – MySpace (2005)
IGN Entertainment – gaming (2005)
Jamba – ringtone company (2005)
Photobucket - photo sharing (2007)
Dow Jones/ WSJ.com (2007)
Beliefnet - religion website (2007)
Premiere AG - German Pay TV service;
14.58% interest (2008)

Microsoft

*Acquisitions post 2005 only

GeoTango – 3D mapping (2005)
MediaStreams – VoIP (2005)
Softricity, Inc. – virtualization and streaming (2006)
Massive Inc. – in-game advertising (2006)
Vexcel – satellite imaging (2006)
Onfolio – Internet search (2006)
GeoTango – 3D mapping (2005)
MediaStreams – VoIP (2005)
aQuantive, Inc. – global digital advertising and marketing (2007)
ScreenTonic – mobile advertising (2007)
Tellme Networks – digital voice solutions (2007)
Stratature – data management (2007)
AdECN - advertising exchange platform (2007)
Pariano - multiplatform IM service (2007)
Jellyfish.com - discount shopping site (2007)
Global Care Solutions - medical data software (2007)
Multimap.com - location-based online service (2007)
Callista Technologies - desktop virtualization (2008)

AOL

GNN – Global News Navigator (1995)
Mirabilis – Created ICQ (1998)
Nullsoft – Made Winamp (1999)
Netscape – Search engine (1999)
Moviefone – Movie information/ ticket ordering (1999)
Mapquest – Online mapping tool (2000)
Singingfish – Early audio/ video search engine (2003)
Advertising.com – Online ad agency (2004)
MailBlocks – Web-based email service (2004)
Sdrive – Online file sharing/ storage (2005)
Weblogs – Blogging network (2005)
Truveo – Video search company (2005)
Userplane – Social networking software provider (2006)
GameDaily – Online gaming site (2006)
ADTECH – Online ad serving company (2006)
TACODA - behavioral targeting firm (2007)
Third Street Media - mobile ad network (2007)
Yedda - semantic search/ answer service (2007)
Quigo - targeted ad service (2007)
Goowy Media - widget technology co. (2008)
buy.at - ad network based in U.K. (2008)