

Who Owns What v2.1

the new new media landscape as of 02.07.2008



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)



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



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)
 Requirerless 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 modeling (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 – files sharing 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)



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)



*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)
 Calista Technologies – desktop virtualization (2008)



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)
 xDrive – 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)