The Yahoo Company And Its Services
by Jennylyn Besonia

Back to the time when Google wasn't the most famous search engine yet, many people used Yahoo and some still do. Yahoo! Inc. (NASDAQ: YHOO) is an American public corporation with headquarters in Sillicon Valley, Sunnyvale, California , and provides   Internet   services worldwide.

What does Yahoo really stand for? Geeks will love this part. Yahoo is an acronym for Yet Another Hierarchical Officious Oracle. Awesome the acronym may seem, sadly lately only few know what each letter of Yahoo means.

The company is best known for its   web portal ,   search engine ,   Yahoo! Directory ,   Yahoo! Mail , news, and   social media   websites   and services. Yahoo! was founded by   Jerry Yang   and   David Filo   in January 1994 and was incorporated on   March 1 ,   1995 .

On January 13, 2009, Yahoo appointed Carol Bartz, former executive chairman of Autodesk, as its new chief executive officer and a member of the board of directors.

According to Web traffic analysis companies (including Compete.com, comScore, Alexa Internet, Netcraft, and Nielsen Ratings), the domain yahoo.com attracted at least 1.575 billion visitors annually by 2008. The global network of Yahoo! websites receives 3.4 billion page views per day on average as of October 2007. It is the second most visited website in the U.S., and the most visited website in the world.

What Yahoo Values

Yahoo's mission is to connect people to their passions, their communities, and the world's knowledge. How Yahoo pursues that mission is influenced by a set of core values - the standards that guide interactions with fellow Yahoos, the principles that direct how they serve their customers, the ideals that drive what they do and how they do it. Many of Yahoo's values were put into practice by two guys in a trailer some time ago; others reflect ambitions as their company grows. All of them are what the company strives to achieve every day.

Below are the attractive qualities you'll find in the employees of Yahoo.

Excellence: Yahoo is committed to winning with integrity. They know leadership is hard won and should never be taken for granted. The group aspires for flawless execution and doesn't take shortcuts on quality. They seek the best talent and promote its development. They are flexible and they do learn from their mistakes.

Teamwork: Yahoo's employees treat each other with respect and communicate openly. They foster collaboration while maintaining individual accountability.

They encourage the best ideas to surface from anywhere within the organization. They appreciate the value of multiple perspectives and diverse expertise.

Innovation: The company thrives on creativity and ingenuity. They seek the innovations and ideas that can change the world. They anticipate market trends and move quickly to embrace them. They are not afraid to take informed, responsible risk.

Community:The group share an infectious sense of mission to make an impact on society and empower consumers in ways never before possible. They are committed to serving both the Internet community and our own communities.

Customer Fixation: Yahoo respects its customers above all else and never forget that they come to them by choice. They share a personal responsibility to maintain their customers' loyalty and trust. They listen and respond to their customers and seek to exceed their expectations.

Fun: This is what many companies lack, making their employees easily stressed out. This is one of the things that make Yahoo different from other companies. Yahoo believes humor is essential to success. They applaud irreverence and don't take themselves too seriously. They celebrate achievement. They yodel, instantly making their working place a fun room where everyone wants to always be in.

Features of Yahoo

Now that we know what Yahoo values, we should now check out what these great values make -- Yahoo's diverse features.

Yahoo! Voice

Yahoo! Voice is a Voice over IP PC-PC, PC-Phone and Phone-to-PC service provided by Yahoo! via its Yahoo! Messenger instant messaging application. It is also available for the Mac OS X platform

Yahoo! Phone Out

PC-to-Phone calls to landlines and mobile phones with the Yahoo! Phone Out service (charges apply). Conference calls from PC to Multiple (PSTN) phones or mobiles is currently not supported.

The limitations imposed by packet switched networks, specially referring to the packet scheduling service (be it over a cable, over the air, etc), introduce a problematic operation since end users do not always count with last mile access networks that provide real time packet scheduling, which means a prioritized and very shortly delayed transmission of data, which is needed to the perception of a natural communication with no delays or holes; In contrast the vast majority of

users have Best Effort packet scheduling services (most of the operators who provide ADSL, wifi, wimax, satellite without implying that those technologies are restricted, only the business models are) for all their data transmission needs and therefore when the demand of other users is high or the over the air conditions (radio signal strength/interference ratio/BER) are not met the communication is felt delayed, cut, bad quality; But this Behavior is not VoIP Solution specific problem but business specific or access technology specific (in the case certain technical aspects must be met for an always non-delayed data transmission), therefore the same problems are found in any other type of VoIP solution.

Voicemail and file sharing

Yahoo! added voicemail and file sending capabilities to their client. File-sharing of sizes up to 2GB was added to Yahoo meseneger

Plug-ins

As of 8.0, Yahoo! Messenger has added the ability for users to create plug-ins (via the use of the freely available Yahoo! Messenger Plug-in SDK), which are then hosted and showcased on the Yahoo! Plug-in gallery.

Yahoo! Mail integration

Yahoo! plans to integrate Yahoo! Mail Beta and Yahoo! Messenger. Conversations will be archived and stored in the same manner as emails. This allows users to search within their chat logs easily, and to have them centrally stored and accessible from any computer.

Yahoo! Mail is a free web-based email service. In order to use Yahoo! Mail, you must be a registered Yahoo! user.

Information Collection and Use Practices

- If you have previously registered with Yahoo!, the first time you access Yahoo! Mail, you will be asked for the first and last name you would like to display on all outgoing mail messages. You can choose the name you would like your account to reflect.
- If you register with Yahoo! through Yahoo! Mail, this information will be collected during the registration process.
- Yahoo!'s practice is not to use addressing information or the content of messages stored in your Yahoo! Mail account for marketing purposes.
- If you sign up for Reminders, you should specify your email address and information you want to include in the Reminder.

Email Content Management

Yahoo! considers email transmitted via its service to be the private correspondence between the sender and the recipient. Yahoo! will not monitor, edit, or disclose the

contents of a user's private communications, except that user agrees Yahoo! may do so: (a) as required by law; (b) to comply with legal process; (c) if necessary to enforce Yahoo!'s Terms of Service; (d) to respond to claims that such contents infringe the rights of third parties; (e) to protect the rights or property of Yahoo! or others; (f) to identify or resolve technical problems or respond to complaints about the Service; and (g) to implement security measures to guard against viruses, hacks, and other malicious applications or files.

The history of Yahoo! Mail began with JoJo Healy, Yahoo!'s resident investment banker since November 1996, who has dealt with every Yahoo! acquisition since it was created. "No one knows your business like your employees," he said. According to him, the main question was always to consider whether to "build, buy or rent." The answer really depended on the growth of competitors and the current position of the company. The main reason to buy things was to gain speed to market.

The growth in the number of Internet users eventually boosted the e-mail technology, but also created a very competitive environment where the winner was the first company to launch a successful e-mail service and attract potential users. E-mail became one of the most important features of a Web company as it would mean regular visits from e-mail users to the website.

When Hotmail and Mirabilis (the creator of the instant messenger ICQ) were looking to be bought, Yahoo! was the first company to which both made offers. Yahoo!, however, passed on both companies as they were too expensive for Yahoo! at that time. In the end, Microsoft ended up buying Hotmail for $400 million and AOL bought Mirabilis for $288 million.

Later there was also to be another battle to acquire the online communications company Four11. Yahoo! made a deal with the company for co-branded white pages. Marvin Gavin, who worked at Four11 as director of international business development said, "We always had a bias about being acquired by Yahoo! They were more entrepreneurial than Microsoft. We had a great cultural fit it made a lot of sense." The real point in acquiring Four11 was that in March 1997, the company had launched Rocketmail, a webmail system that could be offered to users. In the end, Yahoo! concluded a deal with Four11 for $96 million. Yahoo! announced the acquisition on October 8, 1997, very close to the time that Yahoo! Mail was launched. Yahoo! Mail resulted from an acquisition rather than internal platform development because, as Healy said, "Hotmail was growing at thousands and thousands users per week. We did an analysis. For us to build, it would have taken four to six months, and by then, so many users would have taken an e-mail account. The speed of the market was critical."

The transition to Yahoo! Mail was not easy for many Rocketmail users at first. Yahoo! released various help pages to try and help these users. Soon after, on March 21, 2002, Yahoo! cut free software client access and introduced the $29.99 per year Mail Forwarding Service. Mary Osako, a Yahoo! Spokeswoman, told CNET, "For-pay services on Yahoo!, originally launched in February 1999, have

experienced great acceptance from our base of active registered users, and we expect this adoption to continue to grow."

During the summer of 2002, the Yahoo! network was gradually redesigned. On July 2, Yahoo.com was redesigned and it was announced that other services like Yahoo! Mail would enter the same process.Along with this new design, new features were to be implemented, including new navigation tools, such as drop-down menus in DHTML and different category tabs, and a new user-customizable color scheme.

In November of the same year, Yahoo! launched another paid service: Yahoo! Mail Plus. Yahoo! Mail Plus offered a number of new features, including:

- 25 megabytes of e-mail storage
- 10 megabyte message size limit
- Ability to send up to 10 attachments per e-mail
- POP Access and Forwarding
- Archiving of e-mail messages to a hard drive for offline access
- Ability to send messages from Yahoo! Mail using other e-mail domains
- 200 blocked addresses and 50 filters to help screen unsolicited e-mails
- No promotional taglines in messages
- No account expiration.

    The launch of Yahoo! Mail Plus is part of Yahoo!'s strategic initiative to offer premium services that deliver innovative, reliable and relevant services to consumers", said Geoff Ralston, senior vice president, Yahoo! Network Services, and creator of the original Yahoo! Mail technology in 1997. "In just five years, Yahoo! Mail has grown from one million to tens of millions of users, illustrating how consumers have made e-mail an essential part of their daily lives. Through Yahoo! Mail Plus, Yahoo! continues to demonstrate leadership and innovation by offering consumers the industry's most complete and powerful e-mail solution.

    Some of the new or improved features included in the New Yahoo! Mail are:

    - Yahoo! Calendar integration
    - Yahoo! Messenger integration
    - Windows Live Messenger integration
    - SMS Messaging in certain countries
    - Keyboard shortcuts
    - Unlimited storage
    - Improved search facilities

    - **Free version**

        - Unlimited Mail Storage.
        - 10 MB attachments (20 MB for the Plus version)
        - Protection against spam and viruses. (See: DomainKeys)

- Advertising is displayed on the screen while working with the e-mail account.
- POP3 support, Mail Forwarding facility, and SMTP support in some countries (but not in the US).
- Accounts not logged into for four months get deactivated (The account can be retrieved but all stored data such as email is lost).
- Early in 2006, Yahoo! Mail introduced aliases to its repertoire of features. Users could now add a (single) alias username containing a dot character for a pre-existing account.
- The Chinese version of Yahoo! Mail offers 3.5 GB quota and 20 MB attachments.
- Some users get features added if they are long time users.
- Latest beta of Yahoo! Zimbra desktop allows for all Yahoo! users to use the software

Chat

All versions of Yahoo! Messenger have included the ability to access Yahoo! Chat rooms.

On June 19, 2005, with no advance warning, Yahoo! disabled users' ability to create their own chat rooms. The move came after KPRC-TV in Houston, Texas reported that many of the user-created rooms were geared toward pedophilia. Many regulars in these rooms used the rooms to set up meetings to have sex with children and trade lewd pictures. While it was thought this move came as a result of several advertisers pulling their ads from Yahoo!, a more likely cause was a $10 million lawsuit filed by watchdog groups of internet portals on behalf of a 12-year-old victim of molestation.

Yahoo! has since closed down the chat.yahoo.com site (which is now a redirect to a section of the Yahoo! Messenger page) because the great majority of chat users accessed it through Messenger. In August 2007, it began requiring word verification in order to use Yahoo! Chat. Officially, this is to guard against spammers and automated bots, which had been a source of frustration for many chatters (This method has proved highly unsuccessful, as many rooms now have more bots than users). However, as this also logs users' IP addresses, this feature could presumably be used to monitor against the type of behavior that prevailed in the pedophilia-oriented rooms. The company claims to be still working on a way to allow users to create their own rooms while providing safeguards against abuse.

As of November 2008, Yahoo's inability to control chat bots and spammers continues to be a major issue. Over 90% of all chat messages, even in supposedly family oriented chat rooms like genealogy, appear to be originated by automated spam bots spewing solicitations for adult activities, web cams and pictures.

On October 16th, 2008, the Yahoo! Profiles community rolled out a new beta profile network with no prior announcement. According to customer feedback, the new

profiles now resemble a stripped-down version of MASH.

This unexpected move resulted in hundreds of thousands of existing profiles being cleared of all information.

Web Messenger

Similar to MSN Web Messenger and AOL Instant Messenger's Aim Express and Quick Buddy, Yahoo! Messenger also has a web applet version that runs in a browser window to communicate with friends. Recently, it has switched from DHTML to Adobe Flash in coding.

Offline messaging

Offline messaging, a feature long offered by Yahoo!, allows online users to send messages to their contacts, even if said contacts are not signed in at the time. The sender's offline contacts will receive these messages when they next go online . This sets Yahoo apart from Skype where in the offline message will only be sent if both the persons are online.

Interoperability

On October 13, 2005, Yahoo! and Microsoft announced plans to introduce interoperability between their two messengers, creating the second largest real time communications service userbase worldwide: 40 percent of all users (AIM currently holds 56 percent). The announcement comes after years of 3rd party interoperability success (most notably, Trillian, Pidgin) and criticisms that the major real time communications services were locking their networks. Microsoft has also had talks with AOL in an attempt to introduce further interoperability, but so far, AOL seems unwilling to participate.

Interoperability between Yahoo! and Windows Live Messenger was launched July 12, 2006. This allows, for Yahoo! and Windows Live Messenger users to chat to each other without the need to create an account on the other service, provided both contacts use the latest versions of the clients. For now, it's impossible to talk using the voice service among both messengers.

URI scheme

Yahoo! Messenger's installation process automatically installs an extra URI scheme ("protocol") handler into some web browsers, so that URIs beginning "ymsgr:" can open a new Yahoo! Messenger window with specified parameters. This is similar in function to the mailto: URI scheme, which creates a new e-mail message using the system's default mail program. For instance, a web page might include a link like the following in its HTML source to open a window for sending a message to the YIM user notarealuser:

Games

Before people started playing games on Facebook, (Farmville, anyone?), Yahoo entertains its users by offering lots of games they can play. There are various games and applications available that can be accessed via the conversation window by clicking the games icon and challenging your current contact. It requires Java to work.

Yahoo! Games is the section of the Yahoo! website in which Yahoo! users can play games either with other users or by themselves. The games on the website are typically Java applets or quick Flash games, but there are others which require a download. Many of the games that require a download contain TryMedia Adware (According to McAfee SiteAdvisor). Yahoo! Games also includes Yahoo! Video Games, which provides news, previews and reviews of currently available or upcoming First Party games and Yahoo! Games on Demand which provides free demos and full-size downloads of full PC games for a charge.

Yahoo! Games has a large user base playing various kinds of games, such as card games, board games, fantasy sports, emulated arcade games, and word games.

The site also features an "All Star" system for users, in which a user can pay to get an All Star username. All Star users are able to get extra privileges on Yahoo! Games sites such as disabling pop-up ads.All Star users do not have playable games without downloading.

Yahoo! Games was built on Yahoo!'s acquisition of ClassicGames.com (previously known as SpringerSpan Games after the programmer's Springer Spaniel) in 1997. The current Yahoo! Video Games section of the site was formerly known as Games Domain, from back when Yahoo! acquired the website in 2003. As of April 03rd 2007 Yahoo! Games holds 416 games, most of which were developed externally.

Content

Yahoo! partners with hundreds of premier content providers in products such as Yahoo! Sports, Yahoo! Finance, Yahoo! Music, Yahoo! Movies, Yahoo! News, Yahoo! Answers and Yahoo! Games to provide media contents and news. Yahoo! also provides a personalization service, My Yahoo!, which enables users to collect their favorite Yahoo! features, content feeds, and information into a single page.

On March 31, 2008 Yahoo! launched web portal shine.yahoo.com another Yahoo! property dedicated to women between the ages of 25 and 54. Yahoo! called this demographic underserved by current Yahoo! properties. With Shine Yahoo! will expand its offerings in parenting, sex and love, healthy living, food, career, money, entertainment, fashion, beauty home life and astrology.

Co-branded Internet services

Yahoo! has developed partnerships with different broadband providers such as AT&T (via BellSouth & SBC), Verizon Communications, Rogers Communications and British Telecom, offering a range of free and premium Yahoo! content and services to subscribers.

Mobile

Yahoo! Mobile includes services for on-the-go messaging, such as email, instant messaging, and moblogging; information, such as search and alerts; and fun and games, including ring tones, mobile games, and Yahoo! Photos for camera phones. These require software to be installed on the user's device.

oneSearch

Yahoo! introduced its Internet search system, called oneSearch, developed for mobile phones on March 20, 2007. The company's officials stated that in distinction from ordinary Web searches, Yahoo!'s new service presents a list of actual information, which may include: news headlines, images from Yahoo!'s Flickr photos site, business listings, local weather and links to other sites. Instead of showing only, for example, popular movies or some critical reviews, oneSearch lists local theaters that at the moment are playing a certain movie, user ratings and news headlines regarding the movie. A zip code or city name is required for Yahoo! oneSearch to start delivering local search results.

The results of a Web search are listed on a single page and are prioritized into categories. The list of results is based on calculations that Yahoo! computers make on certain information the user is seeking.

Yahoo! has announced they also plan to adopt Novarra's mobile content transcoding service for the oneSearch platform.

Commerce

Yahoo! offers commerce services such as Yahoo! Shopping, Yahoo! Autos, Yahoo! Real Estate and Yahoo! Travel, which enables users to gather relevant information and make commercial transactions and purchases online. In addition, Yahoo! offers an e-commerce platform called Yahoo! Merchant Solutions (also known as Yahoo! Store) and hosts more Top 500 internet retailers than any other hosted e-commerce solution. Yahoo! Auctions were discontinued in 2007 except for Asia.

Yahoo uses the Kelkoo price comparison service it acquired in April 2004 to power Yahoo! Shopping in 6 countries.

Yahoo! Real Estate was launched by Yahoo! in June 1998 with the mission to provide home buyers, sellers and renters with the most relevant and comprehensive set of information and tools. With access to over three million homes for sale and apartments for rent, Yahoo! Real estate provides one of the

most comprehensive listings search experiences on the web. Beyond listings search, Yahoo! Real Estate also provides users with various real estate tools and products.

Small business

Yahoo! provides services such as Yahoo! Domains, Yahoo! Web Hosting, Yahoo! Merchant Solutions, Yahoo! Business Email, and Yahoo! Store to small business owners and professionals allowing them to build their own online stores using Yahoo!'s tools.

Yahoo! also offers HotJobs to help recruiters find the talent they seek.

Advertising

Yahoo! Search Marketing provides services such as Sponsored Search, Local Advertising, and Product/Travel/Directory Submit that let different businesses advertise their products and services on the Yahoo! network. Yahoo! Publisher Network is an advertising tool for online publishers to place advertisements relevant to their content to monetize their websites.

Yahoo! launched its new Internet advertisement sales system on February 5, 2007 called Panama. It allows advertisers to bid for search terms based on their popularity to display their ads on search results pages. The system takes bids, ad quality, click-through rates and other factors into consideration in determining how ads are ranked on search results pages. Through Panama, Yahoo! aims to provide more relevant search results to users, a better overall experience, as well as increase monetization -- to earn more from the ads it shows.

On April 7, 2008, Yahoo! announced Yahoo! AMP!, an online advertising management platform.[66] The platform seeks to simplify advertising sales by unifying buyer and seller markets. The service is scheduled for release in quarter 3 of 2008.

Yahoo began offering this service after acquiring Overture Services, Inc. (formerly Goto.com). Goto.com was an Idealab spin off and was the first company to successfully provide a pay-for-placement search service following previous attempts that were not well received.

Goto.com's and Overture's original services provided only a list of search results ordered according to the bid amounts paid by the respective advertisers. Yahoo!'s Search Marketing's latest iteration, code named Panama, was released early in 2007. It replaced the old formula with one more similar to what Google AdWords [citation needed] uses to rank advertisements against search results. The exact formula is secret, but it is basically Bid * Quality Score = Ad Rank, where quality score is based on the ad's CTR (click-through-rate), the relevance of the ad to the creative (known as "Quality Index"), and the 'quality' of the landing page the ad is sending the user to.

Yahoo! Search Marketing also provides features such as Geo-targeting, Ad Testing, Campaign Budgeting, and Campaign scheduling.

Yahoo! Next

Yahoo! Next is an incubation ground for future Yahoo! technologies currently in their beta testing phase. It contains forums for Yahoo! users to give feedback to assist in the development of these future Yahoo! technologies.

Yahoo! BOSS

Yahoo! Search BOSS is a new service that allows developers to build search applications based on Yahoo!'s search technology. Early Partners in the program include Hakia, Me.dium, Delver andDaylife.

Yahoo! Search

Yahoo! Search is a web search engine, owned by Yahoo!, Inc. and is currently the second largest search engine on the web, after its competitor Google.

Originally Yahoo! Search started as a web directory of other websites, organized in a hierarchy, as opposed to a searchable index of pages. In the late 1990s, Yahoo! evolved into a full-fledged portal with a search interface and, by 2007, a limited version of selection-based search.

Yahoo! Search, originally referred to as Yahoo! provided Search interface, would send queries to a searchable index of pages supplemented with its directory of sites. The results were presented to the user under the Yahoo! brand. Originally, none of the actual web crawling and storage/retrieval of data was done by Yahoo! itself. In 2001 the searchable index was powered by Inktomi and later was powered byGoogle until 2004, when Yahoo! Search became independent. Yahoo! Search major competitors are: Google Search, Live Search and Ask Search

Search results

Yahoo! Search indexes and caches the common HTML page formats, as well as several of the more popular file-types, such as PDF, Excel spreadsheets, PowerPoint, Word documents, RSS/XML and plain text files. For some of these supported file-types, Yahoo! Search provides cached links on their search results allowing for viewing of these file-types in standard HTML.

Using the Advanced Search interface or Preferences settings, Yahoo! Search allows the customization of search results and enabling of certain settings such as: SafeSearch, Language Selection, Number of results, Domain restrictions, etc.

For a Basic and starter guide to Yahoo! Search, they also provide a Search Basics tutorial.

In the first week of May 2008, Yahoo! launched a new search mash up

called Yahoo! Glue, which is in beta testing. Currently it is only available on the Yahoo! India Search Page.

   Selection-based search

On June 20, 2007, Yahoo! introduced a selection-based search feature called Yahoo! Shortcuts. When activated this selection-based search feature enables users to invoke search using only their mouse and receive search suggestions in floating windows while remaining on Yahoo! properties such as Yahoo! Mail. This feature is only active on Yahoo web pages or pages within the Yahoo! Publisher Network. Yahoo! Shortcuts requires the content-owner to modify the underlying HTML of his or her webpage to call out the specific keywords to be enhanced. The technology for context-aware selection-based search on Yahoo pages was first developed by Reiner Kraft

Yahoo! Promotions

Most promotions that are hosted or co-sponsored by Yahoo! don't require you to be a Yahoo! registered user.

Information Collection and Use Practices

- When you enter a promotion, sweepstakes, or contest hosted by Yahoo! or sponsored by Yahoo! and/or many of Yahoo partners, they ask for your name, address, and email address.
- You may be asked to provide additional information or to answer certain questions, some of which may be optional, in order to participate.
- Yahoo may contact you in connection with a particular promotion, such as a sweepstakes or contest, in order to update you of your status, administer the promotion, let you know that a promotion has ended, and for other purposes.

Information Sharing and Disclosure Practices

- Promotions that are hosted on Yahoo! may be sponsored by Yahoo!, may be co-sponsored by Yahoo! and another company, or may be sponsored by companies other than Yahoo!. Some or all of the data collected during a promotion may be shared with the sponsor(s) or companies indicated on the entry form.
- Promotions that are hosted by a third party may collect and use information alone or in conjunction with Yahoo!. The nature of this information sharing policy will be indicated on the entry form. If information is collected and used by a third party, you will need to see their Privacy Policy to understand how that information may be used.
- If data will be shared, then there will be notice prior to the time of data collection or transfer.

Practices regarding cookies

- Some promotions, sweepstakes or contests may use cookies in order to track

your progress and number of entries in some of our promotions,
sweepstakes, and contests.

Yahoo! Sports

Yahoo! Sports was launched on December 8, 1997. Previously certain elements of
Yahoo! Sports were named Yahoo! Scoreboard before the launch of Yahoo! Sports.
Yahoo! Sports is fed a majority its information from STATS, Inc. Yahoo! Sports has
various writers along with team pages in almost every sport. On January
17, 2003 Yahoo! Sports launched their first major redesign of the website. OnMay
30, 2006 they launched the Yahoo! Sports Beta website. On February 1, 2007 the
beta website was taken offline. On January 30, 2007 they put the following on the
homepage "What if your favorite sports site got even better? The all new Yahoo!
Sports. Coming soon." On February 1, 2007 they launched the current homepage.

Yahoo! Sports covers many sports, including NFL, MLB, NBA, NHL, College
Football, College Basketball, NASCAR, Golf, Tennis, World Soccer, Arena
Football, Boxing, CFL, Cycling, IndyCar, Major League
Soccer, Motor Sports, Olympics, NCAA
Baseball, NCAA Hockey, NCAA Women's Basketball, WNBA, World Cup, Track &
Field, Cricket (UK), Figure Skating, Rugby (UK), Swimming,Mixed Martial Arts,
and Horse Racing.[3] Yahoo! Sports also previously covered the now
defunct ABL and WUSA.

Yahoo! Sports also has many writers, including: Dan Wetzel, Adrian Wojnarowski,
Jason Cole, Charles Robinson, Jeff Passan, Josh Peter, Tim Brown, Kevin Iole, Dave
Meltzer, Bob Margolis, Jerry Bonkowski, John Murphy, Michael Silver, Matt
Buser, Terry Bowden, Kenny Smith, Matt Romig, Martin Rogers, James C. Black,
Brandon Funston, Greg Anthony, Cris Carter, Gordon Edes and Gerry Ahern.

Related to this, there is also the Yahoo Fantasy Sports. Yahoo! Fantasy Sports is a
section of Yahoo! Sports which was launched on December 8, 1997. Yahoo! Fantasy
Sports was created with Yahoo's acquisition of Sportasy.com for an undisclosed
amount in December 1998.

It has grown to include numerous sports. Yahoo! offers both free and pay fantasy
sports. The types of games offered include traditional fantasy sports, pick 'em
contests, and salary cap games. [citation needed]

Yahoo! Fantasy Sports has captured a substantial fraction of the fantasy sports
market. In the week ending May 6, 2006, its fantasy baseball product accounted for
35% of visits to fantasy sports sites. The main fantasy sports url represented
another 25% of category visits that week. The site had 3.1 million users in July
2006 of the more than 15 million adults that play fantasy sports in the United
States.

Reading all of these, one will come to conclusion that indeed, Yahoo offers a lot of
things to their customers and its employees live up to their values, which is evident

in their services.