

Microsoft gets more ads than Yahoo

NEW YORK, USA: Microsoft is expected to overtake Yahoo this year in digital advertising revenues, a research firm, eMarketer says, adding that this is a setback for Yahoo's efforts to transform itself.



Google remains at the top of the digital advertising spend, with Microsoft showing strong growth alongside Facebook and Twitter, while Yahoo's share continues to drop. Image: Isolated Images [Free Digital Photos](#)

The report said Google is likely extend its domination of the global digital advertising market this year, with a 31.45% share of the market while Facebook will see its share grow to 7.79%.

"Yahoo's revenues will increase by around 2.7% to \$3.53bn, but its growth will be slower than the rest of the fast-growing sector," eMarketer said.

According to the survey Microsoft meanwhile is expected to see 20% growth in revenues to \$3.56bn, for a 2.54% share of the overall market for digital ads, which is expected to grow by 16.7% to \$140bn.

"Facebook and Twitter are expected to see the fastest growth," eMarketer said, although Twitter's market share will remain below one percent.

The news comes with Yahoo set to report quarterly results, two years into its reorganisation launched by Chief Executive Marissa Mayer.

Source: AFP via I-Net Bridge

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