



Suchen und Finden als Bindeglied zum Produktportfolio

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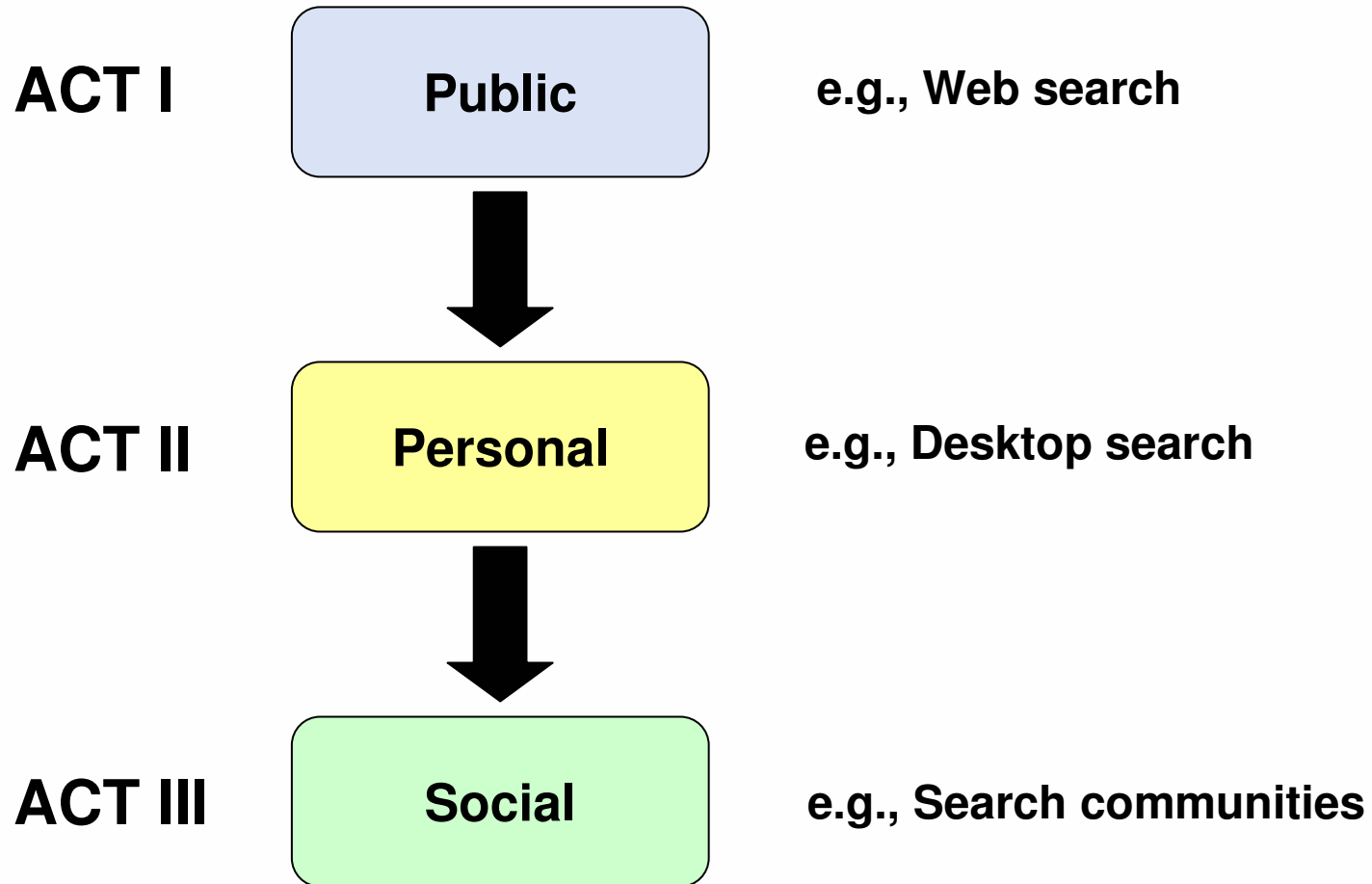
Direktor, Media & Search

Yahoo! DE

1. Februar 2006



The Web: A Play in Three Acts

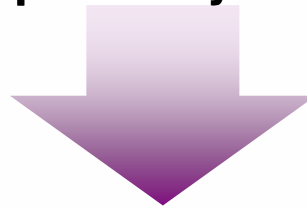




Yahoo! Search Vision

Enable people to find, use, share and expand all human knowledge

- **Find:** Enable people to find what they are looking for
- **Use:** Search not for sake of searching, but to achieve a purpose
- **Share:** Sharing knowledge with people you connect with and connecting to people who you share knowledge with



Expand



FUSE

fuse (fy^{oo}z)

verb fused, also fus•ing, fus•es

To become mixed or united by melting together

fusion (fy^{oo} zhun)

noun

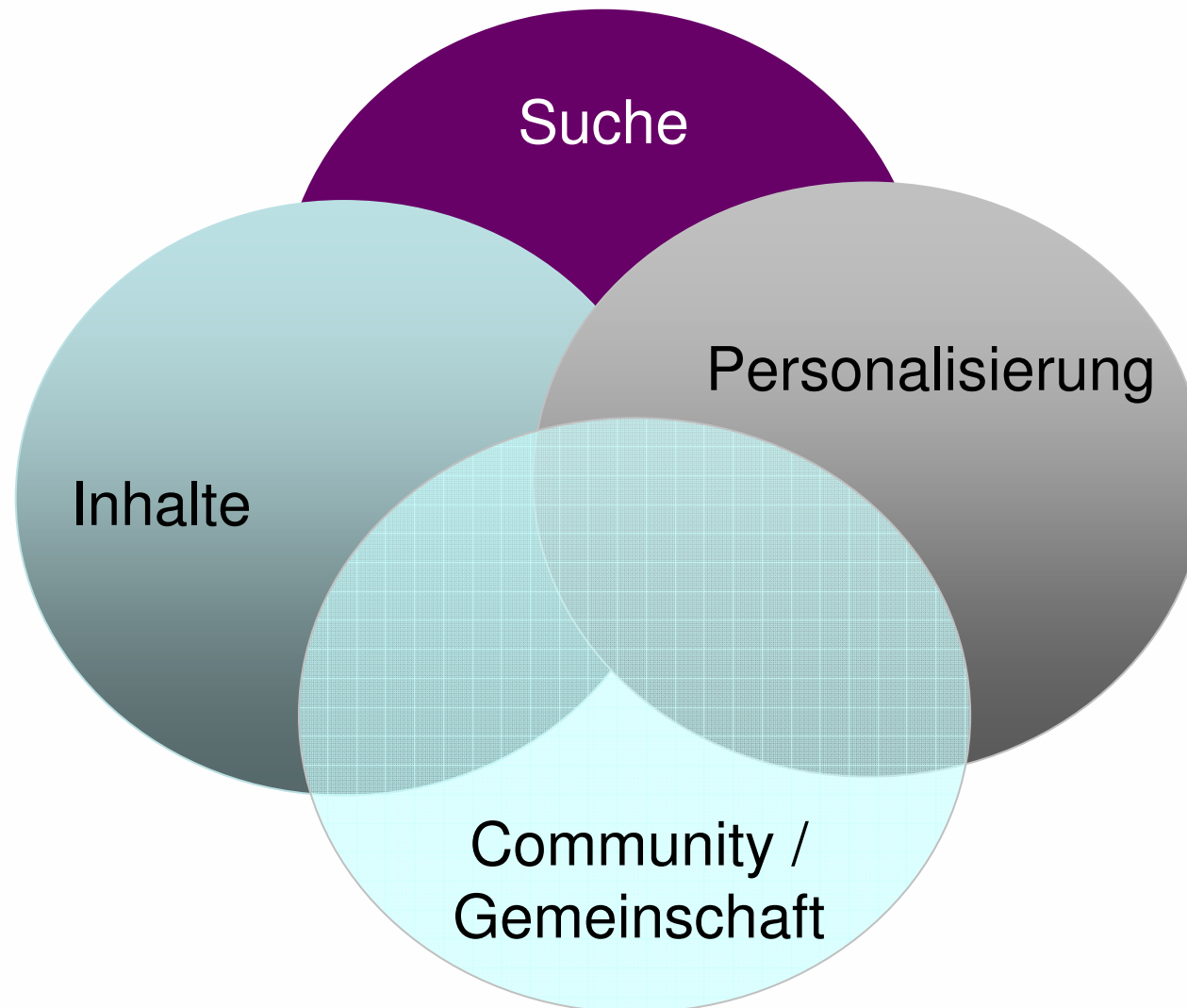
A reaction in which nuclei combine to form massive nuclei with the simultaneous release of energy

Knowledge Fusion:

Enable people to find, use, share and expand all human knowledge



Die vier Säulen





Suche – ein zentraler Baustein

Produkt Gruppen	SUCHE	UNTERHALTUNG - INFORMATION	KOMMUNIKATION	MARKTPLATZ
Vier Säulen		<ul style="list-style-type: none"> - Spiele, Musik, Filme & mehr - Finanzen, Nachrichten, Sport & mehr 	<ul style="list-style-type: none"> - Mail - Messenger + Voice - Fotos 	
SUCHE		<ul style="list-style-type: none"> * Video Suche * News Suche * Local Suche * Aktienkurs Suche 	<ul style="list-style-type: none"> * Desktop Suche * Web Mail Suche 	
INHALTE	<ul style="list-style-type: none"> * Y! InfoExpress * CAP (Content Acq.Program) 	<p>Musik</p>	<ul style="list-style-type: none"> * Tabs für Nachrichten, Musik, Finanzen & Spiele Integration 	<ul style="list-style-type: none"> * Experten Reviews * Reise Führer * Autos Inhalt
COMMUNITY - GEMEINSCHAFT		<ul style="list-style-type: none"> * Radio integrated into IM * Y! Groups * Multiplayer Games (MMOG) 	<p>Messenger</p>	<ul style="list-style-type: none"> * Nutzer Reviews * Händler Reviews
PERSONALISIERUNG			<p>Messenger:</p> <ul style="list-style-type: none"> * Avatars * IMVironments 	<ul style="list-style-type: none"> * Präferenzen gesteuerten Empfehlungen