## Youtube.com - est 2005

**Who bought whom when and for how much?**

Youtube.com was acquired by Google Inc in November 2006 for £1.65 Billion in Google stock

**What were the revenues of the target company when they were acquired?**

Initially no revenues were built in. Since Google acquisition, YouTube now serves banner ads.

**What fuelled the acquisition?**

Google had a video serving website (video.google.com) previous to acquiring YouTube.com. However, it s popularity driven by usability (and it now being dull Google) made it seem like a viable purchase. It is also rumored that Google could have never built a site like this due to the large quantity of unlicenced media. It took a smaller company (who has no money to be sued) to start the online video revolution, get it critical mass where it is profitable and then look for a buyout by a bigger corp.

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## MySpace.com - est 2005

**Who bought whom when and for how much?**

MySpace.com was acquired by News Corp (Fox) in November 2006 for £$580 Million Cash

**What were the revenues of the target company when they were acquired**Music distribution and advertising space

**What fuelled the acquisition?**

News Corp:

"Intermix's (owners of MySpace.com) brands, such as MySpace.com, are some of the web's hottest properties and resonate with the same audiences that are most attracted to Fox's news, sports and entertainment offerings.

We see a great opportunity to combine the popularity of Intermix's sites, particularly MySpace, with our existing online assets to provide a richer experience for today's Internet users."

Since the acquisition, 2005 quote:

The site's growth, which leveled off during the summer, has picked up again. In October, the site logged 24.2 million unique users, up 12% from 21.6 million in September, according to a new report from researcher comScore Networks. A copy of the report, which is scheduled to be officially released to the public later this month, was provided to BusinessWeek Online. The number of unique visitors was roughly flat at 21 million in July, August and September.

## Match.com - est 2005

**Who bought whom when and for how much?**

Match.com was acquired for $249 million by InterActive Corp.

**What were the revenues of the target company when they were acquired ( we can then work out market multiples)**

Member Subscriptions

**What fuelled the acquisition.**

* During 2001, Match.com generated $49.2 million in revenue and $16.5 million in EBITDA with more than 382,000 paying subscribers at the end of the fourth quarter.
* November 2002 - Match.com, launches 25 international local-language dating sites that support local languages and currencies
* Match.com is coming off a record year, with revenue of $311.2 million, a 25% increase from 2005.
* In 2006, Match.com launched a new site experience and brand campaign in France. Since the launch, the campaign has driven daily Match.com subscriptions up by 66%.