

# Yahoo!

**Yahoo** (/ˈjɑːhuː/, styled as **yahoo!**)<sup>[7][8]</sup> is an American web services provider. It is headquartered in Sunnyvale, California and operated by the namesake company Yahoo! Inc., which is 90% owned by investment funds managed by Apollo Global Management and 10% by Verizon Communications.

It provides a web portal, search engine Yahoo Search, and related services, including My Yahoo!, Yahoo Mail, Yahoo News, Yahoo Finance, Yahoo Sports and its advertising platform, Yahoo! Native.

Yahoo was established by Jerry Yang and David Filo in January 1994 and was one of the pioneers of the early Internet era in the 1990s.<sup>[9]</sup> In 2000, it was the most popular website worldwide.<sup>[10]</sup> Usage declined in the late 2000s as it lost market share to Google.<sup>[11][12]</sup> However, Yahoo domain websites are still among the most popular websites, ranking 12th in global engagement according to both Alexa Internet<sup>[13]</sup> and SimilarWeb.<sup>[14]</sup>

Contents
<div> <div><b>History</b></div> <div> <div>Founding</div> <div>Expansion</div> <div>Decline, security breaches, and sale</div> <div>Chief Executive Officers</div> </div> </div>
<div> <div><b>Products and services</b></div> <div><b>Data breaches</b></div> <div><b>Criticism</b></div> <div> <div>DMCA notice to whistleblower</div> <div>Censorship of private emails affiliated with Occupy Wall Street protests</div> </div> </div>
<div> <div><b>Sponsorship</b></div> <div><b>Logos and themes</b></div> <div><b>See also</b></div> <div><b>References</b></div> <div><b>External links</b></div> </div>

## History

### Founding

Yahoo!	
<span></span> <div>Home page</div>	
Type of business	Subsidiary
Type of site	Web portal
Founded	January 1994
Headquarters	<u>Sunnyvale, California</u> , U.S.
Area served	Worldwide
Founder(s)	<u>Jerry Yang</u> <div><u>David Filo</u></div>
Products	List of products
Revenue	\$5.17 billion <sup>[1]</sup>
Employees	8,600 (2017) <sup>[2]</sup>
Parent	<u>Yahoo! Inc. (1995–2017, 2021–present)</u> <sup>[3]</sup> <div><u>Oath (2017–2019)</u><sup>[4]</sup><div><u>Verizon Media (2019–2021)</u><sup>[5][6]</sup></div></div>
URL	<u>www.yahoo.com</u> ( <u>https://www.yahoo.com/</u> )
Advertising	<u>Yahoo! Native</u>
Registration	Optional
Current status	Active



Jerry Yang and David Filo, the founders of Yahoo

In January 1994, Yang and Filo were electrical engineering graduate students at Stanford University, when they created a website named "Jerry and David's guide to the World Wide Web".<sup>[15][16][17][18]</sup> The site was a human-edited web directory, organized in a hierarchy, as opposed to a searchable index of pages. In March 1994, "Jerry and David's Guide to the World Wide Web" was renamed "Yahoo!" and became known as the Yahoo



The Yahoo home page in 1994, when it was a directory. A search engine was added in 1995.

Directory.<sup>[19][20][21][22][23]</sup> The "yahoo.com" domain was registered on January 18, 1995.<sup>[24]</sup>

The word "yahoo" is a backronym for "Yet Another Hierarchically Organized Oracle"<sup>[25]</sup> or "Yet Another Hierarchical Officious Oracle".<sup>[26]</sup> The term "hierarchical" described how the Yahoo database was arranged in layers of subcategories. The term "oracle" was intended to mean "source of truth and wisdom", and the term "officious", rather than being related to the word's normal meaning, described the many office workers who would use the Yahoo database while surfing from work.<sup>[27]</sup> However, Filo and Yang insist they mainly selected the name because they liked the slang definition of a "yahoo" (used by college students in David Filo's native Louisiana in the late 1980s and early 1990s to refer to an unsophisticated, rural Southerner): "rude, unsophisticated, uncouth."<sup>[28]</sup> This meaning derives from the Yahoo race of fictional beings from *Gulliver's Travels*.

Yahoo was incorporated on March 2, 1995. In 1995, a search engine function, called Yahoo Search, was introduced. This allowed users to search Yahoo Directory.<sup>[29][30]</sup> Yahoo soon became the first popular online directory and search engine on the World Wide Web.<sup>[31]</sup>

## Expansion

Yahoo grew rapidly throughout the 1990s. Yahoo became a public company via an initial public offering in April 1996 and its stock price rose 600% within two years.<sup>[32]</sup> Like many search engines and web directories, Yahoo added a web portal, putting it in competition with services including Excite, Lycos, and America Online.<sup>[33]</sup> By 1998, Yahoo was the most popular starting point for web users,<sup>[34]</sup> and the human-edited Yahoo Directory the most popular search engine,<sup>[22]</sup> receiving 95 million page views per day, triple that of rival Excite.<sup>[32]</sup> It also made many high-profile acquisitions. Yahoo began offering free e-mail from October 1997 after the acquisition of RocketMail, which was then renamed to Yahoo Mail.<sup>[35]</sup> In 1998, Yahoo replaced AltaVista as the crawler-based search engine underlying the Directory with Inktomi.<sup>[36]</sup> Yahoo's two biggest acquisitions were made in 1999: Geocities for \$3.6 billion<sup>[37]</sup> and Broadcast.com for \$5.7 billion.<sup>[38]</sup>



Map showing localized versions of Yahoo! web portals, as of 2008

Its stock price skyrocketed during the dot-com bubble, closing at an all-time high of \$118.75/share on January 3, 2000. However, after the dot-com bubble burst, it reached a post-bubble low of \$8.11 on September 26, 2001.<sup>[39]</sup>

Yahoo began using Google for search in June 2000.<sup>[40][41]</sup> Over the next four years, it developed its own search technologies, which it began using in 2004 partly using technology from its \$280 million acquisition of Inktomi in 2002.<sup>[42]</sup> In response to Google's Gmail, Yahoo began to offer unlimited email storage in 2007. In 2008, the company laid off hundreds of people as it struggled from competition.<sup>[43]</sup>

In February 2008, Microsoft made an unsolicited bid to acquire Yahoo for \$44.6 billion.<sup>[44][45]</sup> Yahoo rejected the bid, claiming that it "substantially undervalues" the company and was not in the interest of its shareholders. Although Microsoft increased its bid to \$47 billion, Yahoo insisted on another 10%+ increase to the offer and Microsoft cancelled the offer in May 2008.<sup>[46][47][48][49]</sup>



Yahoo sign at Times Square

Carol Bartz, who had no previous experience in Internet advertising, replaced Yang as CEO in January 2009.<sup>[50][51]</sup> In September 2011, after failing to meet targets, she was fired by chairman Roy J. Bostock; CFO Tim Morse was named as Interim CEO of the company.<sup>[52][53]</sup>

In April 2012, after the appointment of Scott Thompson as CEO, several key executives resigned, including chief product officer Blake Irving.<sup>[54][55]</sup> On April 4, 2012, Yahoo announced 2,000 layoffs,<sup>[56]</sup> or about 14% of its 14,100 workers by the end of year, expected to save around \$375 million annually.<sup>[57]</sup> In an email sent to employees in April 2012, Thompson reiterated his view that customers should come first at Yahoo. He also completely reorganized the company.<sup>[58]</sup>

On May 13, 2012, Thompson was fired and was replaced on an interim basis by Ross Levinsohn, recently appointed head of Yahoo's new Media group. Several associates of Third Point Management, including Daniel S. Loeb were nominated to the board of directors.<sup>[59][58][60][61]</sup> Thompson's total compensation for his 130-day tenure with Yahoo was at least \$7.3 million.<sup>[62]</sup>



Yahoo headquarters in 2001

On July 15, 2012, Marissa Mayer was appointed president and CEO of Yahoo, effective July 17, 2012.<sup>[63][64]</sup>

In June 2013, Yahoo acquired blogging site Tumblr for \$1.1 billion in cash, with Tumblr's CEO and founder David Karp continuing to run the site.<sup>[65][66][67][68]</sup> In July 2013, Yahoo announced plans to open an office in San Francisco.<sup>[69]</sup>

On August 2, 2013, Yahoo acquired Rockmelt; its staff was retained, but all of its existing products were terminated.<sup>[70]</sup>

Data collated by comScore during July 2013 revealed that, during the month, more people in the U.S. visited Yahoo websites than Google; the first time that Yahoo outperformed Google since 2011.<sup>[71]</sup> The data did not count mobile usage, nor Tumblr.<sup>[72]</sup>

Mayer also hired Katie Couric to be the anchor of a new online news operation and started an online food magazine. However, by January 2014, doubts of Mayer's progress emerged when Mayer fired her own first major hire, Henrique de Castro.<sup>[73]</sup>

On December 12, 2014, Yahoo acquired video advertising provider BrightRoll for \$583 million.<sup>[74]</sup>

On November 21, 2014, Yahoo acquired Cooliris.<sup>[75]</sup>

## **Decline, security breaches, and sale**

By December 2015, Mayer was criticized as performance declined.<sup>[76][77][78][79]</sup> Mayer was ranked as the least likable CEO in tech.<sup>[80][81]</sup>

On February 2, 2016, Mayer announced layoffs amounting to 15% of the Yahoo! workforce.<sup>[82]</sup>

On July 25, 2016, Verizon Communications announced the acquisition of Yahoo's core Internet business for \$4.83 billion.<sup>[83][84][85][86]</sup> The deal excluded Yahoo's 15% stake in [Alibaba Group](#) and 35.5% stake in [Yahoo Japan](#).<sup>[87][88]</sup>

On February 21, 2017, as a result of the [Yahoo data breaches](#), Verizon lowered its purchase price for Yahoo by \$350 million and reached an agreement to share liabilities regarding the data breaches.<sup>[89][90]</sup>

On June 13, 2017, Verizon completed the acquisition of Yahoo and [Marissa Mayer](#) resigned.<sup>[91][92]</sup>

Yahoo, AOL, and [HuffPost](#) were to continue operating under their own names, under the umbrella of a new company, Oath Inc., later called [Verizon Media](#).<sup>[93][94]</sup>

The parts of the original Yahoo! Inc. which were not purchased by [Verizon Communications](#) were renamed [Altaba](#), which later liquidated, making a final distribution in October 2020.<sup>[95]</sup>

In September 2021, [investment funds](#) managed by [Apollo Global Management](#) acquired 90% of Yahoo.<sup>[3][96]</sup>

in November of 2021Yahoo announced that it was ceasing its operations in mainland China “in recognition of the increasingly challenging business and legal environment.”<sup>[97]</sup>

## Chief Executive Officers

- [Marissa Mayer](#) (2012–2017)<sup>[98]</sup>
- [Ross Levinsohn](#) Interim (2012)
- [Scott Thompson](#) (2012)
- [Tim Morse](#) Interim (2011–2012)
- [Carol Bartz](#) (2009–2011)
- [Jerry Yang](#) (2007–2009)
- [Terry Semel](#) (2001–2007)
- [Timothy Koogle](#) (1995–2001)

## Products and services

---

For a list of all current and defunct services offered by Yahoo, see [List of Yahoo-owned sites and services](#).

## Data breaches

---

On September 22, 2016, Yahoo disclosed a [data breach](#) that occurred in late 2014, in which information associated with at least 500 million user accounts,<sup>[99][100]</sup> one of the largest breaches reported to date.<sup>[101]</sup> The United States indicted four men, including two employees of Russia's [Federal Security Service](#) (FSB), for their involvement in the hack.<sup>[102][103]</sup> On December 14, 2016, the company revealed that another separate data breach had occurred in 2014, with hackers obtaining sensitive account information, including security questions, to at least one billion accounts.<sup>[104]</sup> The company stated that hackers had utilized stolen internal software to forge [HTTP cookies](#).<sup>[105][106]</sup>

On October 3, 2017, the company stated that all 3 billion of its user accounts were affected by the August 2013 theft.<sup>[107][108][109][110][111]</sup>

## Criticism

---

### DMCA notice to whistleblower



On November 30, 2009, Yahoo was criticized by the [Electronic Frontier Foundation](#) for sending a [DMCA](#) notice to [whistleblower](#) website "[Cryptome](#)" for publicly posting details, prices, and procedures on obtaining private information pertaining to Yahoo's subscribers.<sup>[112]</sup>

## Censorship of private emails affiliated with Occupy Wall Street protests

After some concerns over censorship of private emails regarding a website affiliated with Occupy Wall Street protests were raised, Yahoo responded with an apology and explained it as an accident.<sup>[113][114][115]</sup>

## Sponsorship

On September 11, 2001, Yahoo! announced its partnership with [FIFA](#) for the [2002 FIFA World Cup](#) and [2006 FIFA World Cup](#) tournaments. It was one of FIFA's 15 partners at the tournaments. The deal included co-branding the organization's websites.<sup>[116]</sup>

Yahoo! sponsored the [2012 Sundance Film Festival](#).<sup>[117]</sup>

## Logos and themes



Y! moniker (2009–2013)

The first Yahoo logo was established upon foundation of the company in 1994. It consists of the "Yahoo" wordmark which is colored black and is using the [Times New Roman](#) font, but it was later changed.

In March 1995, when the company changed its name to Yahoo, it introduced another logo which is briefly changed to a more elaborate text that includes an exclamation point at the end.

In August 1995, Yahoo changed its logo to a stylized yellow jumping "Y" figurine on a blue circle while the "Yahoo!" wordmark is written below.

On January 1, 1996, Yahoo introduced a simplified new logo that included the text "Yahoo" and an exclamation mark, both in red with a slight shadow behind the text.<sup>[118]</sup>

By May 2009, Yahoo tweaked the logo by recoloring it from red to purple and removing the logo's outline and shadow. At the time, the purple logo was accompanied by a new slogan, "It's Y!ou." A shortened variant of the logo, consisting of only the letter "Y" and an exclamation point, was also used.<sup>[119]</sup>

On August 7, 2013, at around midnight EDT, Yahoo announced that the final version of the new logo would be revealed on September 5, 2013, at 4:00 a.m. UTC. In the period leading up to the unveiling of the new logo, the "30 Days of Change" campaign was introduced, whereby a variation of the logo was published every day for the 30 days following the announcement.<sup>[120][121]</sup> The new logo was eventually launched with an accompanying video that showed its digital construction, and Mayer published a personalized description of the design process on her Tumblr page.<sup>[122]</sup> Mayer explains:

So, one weekend this summer, I rolled up my sleeves and dove into the trenches with our logo design team ... We spent the majority of Saturday and Sunday designing the logo from start to finish, and we had a ton of fun weighing every minute detail. We knew we wanted a logo that reflected Yahoo – whimsical, yet sophisticated. Modern and fresh, with a nod to our history. Having a human touch, personal. Proud.<sup>[123]</sup>



The 2015 [Dublin](#) LGBTQ Pride Festival, sponsored by Yahoo



Yahoo! sign with address at its headquarters in 2007; it always used a purple sign despite the website itself having the red variant

On September 19, 2013, Yahoo launched a new version of the "My Yahoo" personalized homepage. The redesign allows users to tailor a homepage with widgets that access features such as email accounts, calendars, Flickr and other Yahoo content, and Internet content. Users can also select "theme packs" that represent artists such as Polly Apfelbaum and Alec Monopoly, and bands such as Empire of the Sun.<sup>[124]</sup> Mayer then explained at a conference in late September 2013 that the logo change was the result of feedback from both external parties and employees.<sup>[125]</sup>

In September 2019 Yahoo changed its logo again for a "refreshed brand identity [that] is simpler and more flexible, and looks back to the original, quirky 1996 logo." The logo is a white text set against a purple background, with both the “y” and “!” of the logo reportedly set at an angle of 22.5 degrees. The logo was designed by Pentagram.<sup>[126]</sup>



A Yahoo-branded PC keyboard



<u>Wordmark</u> used from January 1, 1996, to September 4, 2013 (shown: purple variant used from 2009); red version still used by <u>Yahoo! Japan</u>	used Yahoo's fifth and previous logo, September 2013–September 2019	used Yahoo's sixth and current logo, September 2019–present
---	---	---

## See also

- List of Yahoo!-owned sites and services
- List of search engines
- Yahoo! litigation

## References

- "Yahoo! Inc, Form 10-K, Annual Report, Filing Date Mar 1, 2017" (<http://edgar.secdatabase.com/2179/119312517065791/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501225135/http://edgar.secdatabase.com/2179/119312517065791/filing-main.htm>) from the original on May 1, 2018. Retrieved May 1, 2018.
- "Yahoo! Inc, Form 10-Q, Quarterly Report, Filing Date May 9, 2017" (<http://edgar.secdatabase.com/1594/119312517164173/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180502064308/http://edgar.secdatabase.com/1594/119312517164173/filing-main.htm>) from the original on May 2, 2018. Retrieved May 1, 2018.
- Mihalcik, Carrie (September 1, 2021). "Yahoo has a new owner, again" (<https://www.cnet.com/news/yahoo-officially-has-a-new-owner-again/>). *CNET*.
- "Verizon Communications, Form 8-K, Current Report, Filing Date Jun 16, 2017" (<http://pdf.secdatabase.com/934/0001193125-17-205499.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501225654/http://pdf.secdatabase.com/934/0001193125-17-205499.pdf>) (PDF) from the original on May 1, 2018. Retrieved May 1, 2018.

5. "Verizon Communications, Form 8-K, Current Report, Filing Date Jul 27, 2017" (<http://pdf.secdatabase.com/2724/0001193125-17-237279.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180502064338/http://pdf.secdatabase.com/2724/0001193125-17-237279.pdf>) (PDF) from the original on May 2, 2018. Retrieved May 1, 2018.
6. "Verizon and all new Oath Inc. Story of Yahoo, AOL and Altaba – FlatFur Media" (<https://web.archive.org/web/20170816105009/http://flatfur.com/news/index.php/2017/06/29/oath/>). *flatfur.com*. Archived from the original (<http://flatfur.com/news/index.php/2017/06/29/oath/>) on August 16, 2017. Retrieved August 16, 2017.
7. Yahoo Commercial 2006 (<https://www.youtube.com/watch?v=24DUB3OpoEM>) on YouTube
8. Yahoo 'Flashing Lights' Commercial (1080p) (<https://www.youtube.com/watch?v=2bxdg31jUUA>) on YouTube
9. "Yahoo's Sale to Verizon Ends an Era for a Web Pioneer" (<https://www.nytimes.com/2016/07/25/business/yahoo-sale.html>). *The New York Times*. July 25, 2016. Archived (<https://web.archive.org/web/20170216035326/https://www.nytimes.com/2016/07/25/business/yahoo-sale.html>) from the original on February 16, 2017. Retrieved February 23, 2017.
10. Saurel, Sylvain (August 17, 2019). "6 Reasons Why Yahoo! Failed" (<https://medium.com/swlh/6-reasons-why-yahoo-failed-6004d67e86ff>). *Medium*.
11. McGoogan, Cara (July 25, 2016). "Yahoo: 9 reasons for the internet icon's decline" (<https://www.telegraph.co.uk/technology/2016/07/25/yahoo-9-reasons-for-the-internet-icons-decline/>). *The Daily Telegraph*. Archived (<https://web.archive.org/web/20180417065710/https://www.telegraph.co.uk/technology/2016/07/25/yahoo-9-reasons-for-the-internet-icons-decline/>) from the original on April 17, 2018. Retrieved April 4, 2018.
12. "The Glory That Was Yahoo" (<https://www.fastcompany.com/40544277/the-glory-that-was-yahoo>). March 21, 2018.
13. "Yahoo.com Traffic, Demographics and Competitors – Alexa" (<https://www.alexa.com/siteinfo/yahoo.com>). *www.alexa.com*.
14. "Yahoo.com Analytics - Market Share Data" (<https://www.similarweb.com/website/yahoo.com/>). *SimilarWeb*.
15. "Yahoo! Inc. – Company Timeline" (<https://web.archive.org/web/20080713214826/http://yhoo.client.shareholder.com/press/timeline.cfm>). Archived from the original (<http://yhoo.client.shareholder.com/press/timeline.cfm>) on July 13, 2008. Retrieved July 19, 2016.. *yhoo.client.shareholder.com*
16. Clark, Andrew (February 1, 2008). "How Jerry's guide to the world wide web became Yahoo" (<https://www.theguardian.com/business/2008/feb/01/microsoft.technology>). *The Guardian*. London. Archived (<https://web.archive.org/web/20131005052548/http://www.theguardian.com/business/2008/feb/01/microsoft.technology>) from the original on October 5, 2013. Retrieved May 23, 2012.
17. "Yahoo! celebrates 20th anniversary" (<https://news.yahoo.com/photos/20-years-of-yahoo-1425235248-slideshow/yahoo-celebrates-20th-anniversary-photo-1425250631030.html>). *Yahoo! News*. March 1, 2015. Archived (<https://web.archive.org/web/20160113015432/http://news.yahoo.com/photos/20-years-of-yahoo-1425235248-slideshow/yahoo-celebrates-20th-anniversary-photo-1425250631030.html>) from the original on January 13, 2016.
18. Romano, Andrew (March 1, 2015). "At 20, Yahoo celebrates and looks ahead" (<https://finance.yahoo.com/news/at-20--yahoo-celebrates-and-looks-ahead-025355178.html>). *Yahoo!*. Archived (<https://web.archive.org/web/20160327204521/https://www.yahoo.com/tech/at-20--yahoo-celebrates-and-looks-ahead-025355178.html>) from the original on March 27, 2016.
19. Clark, Andrew (February 1, 2008). "How Jerry's guide to the world wide web became Yahoo" (<https://www.theguardian.com/business/2008/feb/01/microsoft.technology>). *The Guardian*.
20. Thomson, David G. (2006). *Blueprint to a Billion*. Wiley-Interscience. p. 155. ISBN 978-0-471-77918-6.
21. Trex, Ethan. "Jerry and David's Guide to the World Wide Web becomes Yahoo!" (<https://web.archive.org/web/20100316220147/http://blogs.static.mentalfloss.com/blogs/archives/22707.html>). *Blogs.static.mentalfloss.com*. Archived from the original (<http://blogs.static.mentalfloss.com/blogs/archives/22707.html>) on March 16, 2010. Retrieved August 24, 2010.
22. The Yahoo Directory — Once The Internet's Most Important Search Engine — Is To Close (<http://searchengineland.com/yahoo-directory-close-204370>) Archived (<https://web.archive.org/web/20170611083559/http://searchengineland.com/yahoo-directory-close-204370>) June 11, 2017, at the *Wayback Machine* September 26, 2014, retrieved in June 3, 2017

23. Yahoo schließt seinen Katalog (<https://www.golem.de/news/yahoo-directory-yahoo-schliesst-seinen-katalog-1409-109478.html>) Archived (<https://web.archive.org/web/20170518081117/https://www.golem.de/news/yahoo-directory-yahoo-schliesst-seinen-katalog-1409-109478.html>) May 18, 2017, at the Wayback Machine from golem.de, September 27, 2014, retrieved in June 3, 2017
24. "This Day in History, January 18, 2017" (<https://www.cnbc.com/video/2017/01/18/this-day-in-history-january-18-2017.html>). CNBC. January 18, 2017.
25. Gaffin, Adam (September 11, 1995). "Hello, Is Anyone Out There?" (<https://books.google.com/books?id=pw4EAAAAMBAJ&pg=RA1-PA40>). Network World.
26. Gil, Paul (April 19, 2021). "What Does "Yahoo" Stand For?" (<https://www.lifewire.com/what-does-yahoo-stand-for-2483337>). Lifewire.
27. Gurnitsky, Joanna. "What Does 'Yahoo' Stand For?" (<http://netforbeginners.about.com/od/internet101/f/yahoostory.htm>). About.com. Archived (<https://web.archive.org/web/20120411035134/http://netforbeginners.about.com/od/internet101/f/yahoostory.htm>) from the original on April 11, 2012. Retrieved July 2, 2012.
28. "The History of Yahoo! – How It All Started ..." (<https://web.archive.org/web/20110109042907/http://docs.yahoo.com/info/misc/history.html>) Yahoo!. January 9, 2011. Archived from the original on January 9, 2011.
29. Oppitz, Marcus; Tomsu, Peter (2017). *Inventing the Cloud Century: How Cloudiness Keeps Changing Our Life, Economy and Technology* (<https://books.google.com/books?id=vrEvDwAAQBAJ&pg=PA238>). Springer Science+Business Media. p. 238. ISBN 9783319611617.
30. "Yahoo! Search" (<https://web.archive.org/web/19961128070718/http://www.yahoo.com/search.html>). Yahoo!. November 28, 1996. Archived from the original (<http://www.yahoo.com/search.html>) on November 28, 1996. Retrieved September 5, 2019.
31. "What is first mover?" (<https://searchcio.techtarget.com/definition/first-mover>). SearchCIO. TechTarget. September 2005. Retrieved September 5, 2019.
32. "Yahoo! The kingmaker – Jul. 23, 1998" ([https://money.cnn.com/1998/07/23/redherring/redherring\\_kingmaker/](https://money.cnn.com/1998/07/23/redherring/redherring_kingmaker/)).
33. "AOL/Netscape merger presses smaller portals – Nov. 25, 1998" (<https://money.cnn.com/1998/11/25/technology/portals/>).
34. "Yahoo! still first portal call" (<http://news.bbc.co.uk/1/hi/business/107667.stm>). BBC News. June 5, 1998. Archived (<https://web.archive.org/web/20171124142603/http://news.bbc.co.uk/1/hi/business/107667.stm>) from the original on November 24, 2017.
35. "Yahoo! To Acquire Four11 Corporation" (<https://www.newmediawire.com/news/yahoo-to-acquire-four11-corporation-3062569>) (Press release). October 8, 1997.
36. "Yahoo! Still first portal call" (<http://news.bbc.co.uk/1/hi/business/107667.stm>). BBC News. June 5, 1998.
37. "Yahoo! buys GeoCities" ([https://money.cnn.com/1999/01/28/technology/yahoo\\_a/](https://money.cnn.com/1999/01/28/technology/yahoo_a/)). CNN. January 28, 1999.
38. "Yahoo to buy Broadcast.com for \$5.7B" (<https://money.cnn.com/1999/04/01/deals/yahoo/>). CNN. April 1, 1999.
39. Linder, Karen (May 8, 2012). *The Women of Berkshire Hathaway* ([https://books.google.com/books?id=V\\_r3vM8y4-QC&pg=PA199](https://books.google.com/books?id=V_r3vM8y4-QC&pg=PA199)). Hoboken, New Jersey: John Wiley & Sons. p. 199. ISBN 9781118182628. "Shortly after the 9/11 attacks, on September 26, 2001, Yahoo!'s stock hit its all-time low of \$8.11."
40. Naughton, John (July 2, 2000). "Why's Yahoo gone to Google? Search me" (<https://www.theguardian.com/technology/2000/jul/02/searchengines.columnists>). The Guardian.
41. "Yahoo! Selects Google As Its Default Search Engine Provider" (<https://www.altaba.com/news-releases/news-release-details/yahoo-selects-google-its-default-search-engine-provider>) (Press release). Altaba. June 26, 2000.
42. "Yahoo dumps Google search technology" (<https://www.cnet.com/news/yahoo-dumps-google-search-technology/>).
43. Helft, Miguel (January 22, 2008). "Hundreds of Layoffs Expected at Yahoo" (<https://www.nytimes.com/2008/01/22/technology/22yahoo.html>). The New York Times. Archived (<https://web.archive.org/web/20160628111428/http://www.nytimes.com/2008/01/22/technology/22yahoo.html>) from the original on June 28, 2016.
44. Isidore, Chris (February 1, 2008). "Microsoft bids \$45 billion for Yahoo" ([https://money.cnn.com/2008/02/01/technology/microsoft\\_yahoo/index.htm](https://money.cnn.com/2008/02/01/technology/microsoft_yahoo/index.htm)). CNN.



45. "Yahoo! Inc, Form 425, Filing Date Feb 1, 2008" (<http://edgar.secdatabase.com/2814/95012308001038/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224827/http://edgar.secdatabase.com/2814/95012308001038/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
46. Swartz, Jon (May 6, 2008). "Microsoft drops pursuit of Yahoo, looks ahead" (<https://abcnews.go.com/Technology/story?id=4785399>). *USA Today*.
47. "Yahoo! Inc, Form 8-K, Current Report, Filing Date May 16, 2008" (<http://edgar.secdatabase.com/2263/95013408009695/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501160933/http://edgar.secdatabase.com/2263/95013408009695/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
48. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jun 12, 2008" (<http://edgar.secdatabase.com/713/95013408011144/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224703/http://edgar.secdatabase.com/713/95013408011144/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
49. "Yahoo rejects Microsoft approach" (<http://news.bbc.co.uk/1/hi/business/7239220.stm>). *BBC News*. February 11, 2008. Archived (<https://web.archive.org/web/20080214180223/http://news.bbc.co.uk/1/hi/business/7239220.stm>) from the original on February 14, 2008. Retrieved February 17, 2008.
50. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jan 15, 2009" (<http://edgar.secdatabase.com/176/89161809000005/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161013/http://edgar.secdatabase.com/176/89161809000005/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
51. "Job cuts help Yahoo! profits surge" (<http://news.bbc.co.uk/2/hi/business/8317476.stm>). *BBC News*. October 21, 2009. Archived (<https://web.archive.org/web/20110511045421/http://news.bbc.co.uk/2/hi/business/8317476.stm>) from the original on May 11, 2011. Retrieved May 31, 2011.
52. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Sep 7, 2011" (<http://pdf.secdatabase.com/2534/0001193125-11-242088.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224705/http://pdf.secdatabase.com/2534/0001193125-11-242088.pdf>) (PDF) from the original on May 1, 2018. Retrieved April 30, 2018.
53. "Yahoo reels as CEO Carol Bartz fired on the phone in sudden shake-up at floundering tech giant" (<http://www.nydailynews.com/news/money/yahoo-reels-ceo-carol-bartz-fired-phone-sudden-shake-up-floundering-tech-giant-article-1.957011>). *NY Daily News*. Archived (<https://web.archive.org/web/20180223051627/http://www.nydailynews.com/news/money/yahoo-reels-ceo-carol-bartz-fired-phone-sudden-shake-up-floundering-tech-giant-article-1.957011>) from the original on February 23, 2018. Retrieved February 22, 2018.
54. "Yahoo! Inc, Form 10-K/A, Filing Date Apr 27, 2012" (<http://pdf.secdatabase.com/1240/0001193125-12-191477.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161221/http://pdf.secdatabase.com/1240/0001193125-12-191477.pdf>) (PDF) from the original on May 1, 2018. Retrieved April 30, 2018.
55. Swisher, Kara (April 5, 2012). "Exclusive: Yahoo's Chief Product Officer Blake Irving Resigns" (<http://allthingsd.com/20120405/exclusive-yahoos-chief-product-officer-blake-irving-resigns/>). *All Things D*. Archived (<https://web.archive.org/web/20130104215900/http://allthingsd.com/20120405/exclusive-yahoos-chief-product-officer-blake-irving-resigns/>) from the original on January 4, 2013. Retrieved July 2, 2012.
56. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Apr 4, 2012" (<http://edgar.secdatabase.com/891/119312512149142/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224459/http://edgar.secdatabase.com/891/119312512149142/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
57. Liedtke, Michael (April 4, 2012). "Yahoo dumping 2,000 workers in latest purge" (<https://web.archive.org/web/20120616133522/http://www.thejakartapost.com/news/2012/04/04/yahoo-dumping-2000-workers-latest-purge.html>). *The Jakarta Post*. Archived from the original (<http://www.thejakartapost.com/news/2012/04/04/yahoo-dumping-2000-workers-latest-purge.html>) on June 16, 2012. Retrieved July 22, 2012.
58. Swisher, Kara (April 10, 2012). "It's Official: Yahoo Reorgs Itself Just Like We Said (Memo Time!)" (<http://allthingsd.com/20120410/its-official-yahoo-reorgs-itself-just-like-we-said-memo-time/>). *All Things D*. Archived (<https://web.archive.org/web/20121220235004/http://allthingsd.com/20120410/its-official-yahoo-reorgs-itself-just-like-we-said-memo-time/>) from the original on December 20, 2012.
59. "Yahoo! Inc, Form 8-K, Current Report, Filing Date May 14, 2012" (<http://edgar.secdatabase.com/2231/119312512231455/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224420/http://edgar.secdatabase.com/2231/119312512231455/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.

60. "Yahoo! Names Fred Amoroso Chairman and Appoints Ross Levinsohn Interim CEO" (<https://web.archive.org/web/20130925175715/http://investor.yahoo.net/releasedetail.cfm?ReleaseID=672824>) (Press release). Yahoo!. May 13, 2012. Archived from the original (<http://investor.yahoo.net/releasedetail.cfm?ReleaseID=672824>) on September 25, 2013. Retrieved July 2, 2012.
61. Oreskovic, Alexei (May 10, 2012). "Yahoo CEO says he never provided a resume-source" (<https://www.reuters.com/article/ag-yahoo-ceo-idUSL1E8GAN4W20120511>). *Reuters*. Archived (<https://web.archive.org/web/20120726021614/http://www.reuters.com/article/2012/05/11/ag-yahoo-ceo-idUSL1E8GAN4W20120511>) from the original on July 26, 2012. Retrieved July 22, 2012.
62. Pepitone, Julianne (May 14, 2012). "Ousted Yahoo CEO will get no severance" (<https://money.cnn.com/2012/05/14/technology/yahoo-ceo-no-severance/>). *CNN*. Archived (<https://web.archive.org/web/20120517024832/http://money.cnn.com/2012/05/14/technology/yahoo-ceo-no-severance/>) from the original on May 17, 2012.
63. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jul 19, 2012" (<http://edgar.secdatabase.com/397/119312512307595/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161314/http://edgar.secdatabase.com/397/119312512307595/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
64. Matt McGee, Search Engine Land. "Confirmed: Marissa Mayer Leaving Google For Yahoo CEO Role (<http://searchengineland.com/report-marissa-mayer-leaving-google-for-yahoo-ceo-role-127752>) Archived (<https://web.archive.org/web/20170328195321/http://searchengineland.com/report-marissa-mayer-leaving-google-for-yahoo-ceo-role-127752>) March 28, 2017, at the Wayback Machine." July 16, 2012 . Retrieved March 27, 2017.
65. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jun 20, 2013" (<http://pdf.secdatabase.com/2033/0001193125-13-265912.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161138/http://pdf.secdatabase.com/2033/0001193125-13-265912.pdf>) (PDF) from the original on May 1, 2018. Retrieved April 30, 2018.
66. "Yahoo! Inc, Form 8-K, Current Report, Filing Date May 20, 2013" (<http://pdf.secdatabase.com/2877/0001193125-13-227769.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161341/http://pdf.secdatabase.com/2877/0001193125-13-227769.pdf>) (PDF) from the original on May 1, 2018. Retrieved April 30, 2018.
67. Lublin, Joann S.; Efrati, Amir; Ante, Spencer E. (May 19, 2013). "Yahoo Deal Shows Power Shift" (<https://www.wsj.com/articles/SB10001424127887324787004578493130789235150>). *The Wall Street Journal*. New York. Archived (<https://web.archive.org/web/20150203002523/http://www.wsj.com/articles/SB10001424127887324787004578493130789235150>) from the original on February 3, 2015. Retrieved May 20, 2013.
68. "Yahoo to buy Tumblr – reports" (<http://www.newshub.co.nz/technology/yahoo-to-buy-tumblr--reports-2013052011>). *3 News NZ*. May 20, 2013. Archived (<https://web.archive.org/web/20171008130536/http://www.newshub.co.nz/technology/yahoo-to-buy-tumblr--reports-2013052011>) from the original on October 8, 2017. Retrieved October 8, 2017.
69. Yahoo Plans Splashy New San Francisco Digs (and Neon Billboard Dreams) – Kara Swisher – News (<http://allthingsd.com/20130726/yahoo-plans-splashy-new-san-francisco-digs-and-dreams-of-neon-billboards-return/>) Archived (<https://web.archive.org/web/20130728071713/http://allthingsd.com/20130726/yahoo-plans-splashy-new-san-francisco-digs-and-dreams-of-neon-billboards-return/>) July 28, 2013, at the Wayback Machine. AllThingsD (July 26, 2013). Retrieved on August 16, 2013.
70. "Yahoo Has Acquired Rockmelt, Apps To Shut Down On August 31st" (<https://techcrunch.com/2013/08/02/yahoo-has-acquired-rockmelt-apps-to-shut-down-on-august-31st/>). *TechCrunch*. Archived (<https://web.archive.org/web/20170222105807/https://techcrunch.com/2013/08/02/yahoo-has-acquired-rockmelt-apps-to-shut-down-on-august-31st/>) from the original on February 22, 2017. Retrieved February 21, 2017.
71. Hicken, Melanie (August 21, 2013). "Yahoo beats Google in traffic for first time in 2 years" (<https://money.cnn.com/2013/08/21/technology/yahoo-traffic-google/index.html>). *CNN*. Archived (<https://web.archive.org/web/20180223051738/http://money.cnn.com/2013/08/21/technology/yahoo-traffic-google/index.html>) from the original on February 23, 2018.
72. Garside, Juliet (August 23, 2013). "Google overtaken by Yahoo! in United States site visitors for first time in two years" (<https://www.theguardian.com/technology/2013/aug/22/yahoo-beats-google-website-visitors>). *The Guardian*. London. Archived (<https://web.archive.org/web/20130824063953/http://www.theguardian.com/technology/2013/aug/22/yahoo-beats-google-website-visitors>) from the original on August 24, 2013. Retrieved August 24, 2013.

73. GOEL, VINODU; MILLER, CLAIRE CAIN (January 16, 2014). "Bumps on a Road to Revival for Yahoo" (<https://www.nytimes.com/2014/01/17/technology/yahoo-seeks-to-regain-its-touch.html>). *The New York Times*. Archived (<https://web.archive.org/web/20140224142253/http://www.nytimes.com/2014/01/17/technology/yahoo-seeks-to-regain-its-touch.html>) from the original on February 24, 2014.
74. "Yahoo! Inc, Form 10-K, Annual Report, Filing Date Feb 27, 2015" (<http://edgar.secdatabase.com/282/119312515066560/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224548/http://edgar.secdatabase.com/282/119312515066560/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
75. By TechCrunch "[1]" (<https://techcrunch.com/2014/11/21/yahoo-acquires-cooliris/>) Archived (<https://web.archive.org/web/20170706140746/https://techcrunch.com/2014/11/21/yahoo-acquires-cooliris/>) July 6, 2017, at the Wayback Machine."
76. McGregor, Jenna (December 7, 2015). "Scrutiny on Yahoo's Marissa Mayer grows more intense" (<http://www.chicagotribune.com/business/ct-marissa-mayer-yahoo-20151207-story.html>). *Chicago Tribune*. Archived (<https://web.archive.org/web/20151208162739/http://www.chicagotribune.com/business/ct-marissa-mayer-yahoo-20151207-story.html>) from the original on December 8, 2015. Retrieved December 7, 2015.
77. Todd, Deborah M. (December 5, 2015). "Yahoo board in final talks on future of company" (<https://www.yahoo.com/lifestyle/s/yahoo-board-final-talks-fate-core-business-210206302--finance.html>). *Reuters*.
78. Campos, Rodrigo (December 2, 2015). "With buyback help, Yahoo stock has soared under Mayer" (<http://www.reuters.com/article/us-yahoo-divestiture-stock-idINKBN0TL1Y520151202>). *Reuters*. Archived (<https://web.archive.org/web/20151206112140/http://news.yahoo.com/buyback-help-yahoo-stock-soared-under-mayer-165301156--finance.html>) from the original on December 6, 2015.
79. Goliya, Kshitiz; Nayak, Malathi (December 7, 2015). "Verizon could explore Yahoo's Internet business, CFO says" (<https://www.reuters.com/article/yahoo-divestiture-verizon-idUSKBN0TQ2GU20151207>). *Reuters*. Archived (<https://web.archive.org/web/20151209074431/http://www.reuters.com/article/yahoo-divestiture-verizon-idUSKBN0TQ2GU20151207#gV1SBexKJDkOShpR.97>) from the original on December 9, 2015.
80. Mejia, Zameena (May 31, 2017). "Why Marissa Mayer is the 'least likable' CEO in tech" (<https://www.cnn.com/2017/05/31/why-yahoo-ceo-marissa-mayer-is-the-least-likable-ceo-in-tech.html>). *CNN*.
81. "The rise and fall of Marissa Mayer, the once-beloved CEO of Yahoo now pursuing her own venture" (<http://www.businessinsider.com/yahoo-marissa-mayer-rise-and-fall-2017-6>). *Business Insider*. February 11, 2020.
82. Kasperkevic, Jana; Wong, Julia Carrie (February 2, 2016). "Yahoo cutting workforce by 15% after announcing \$4.4bn loss" (<https://www.theguardian.com/technology/2016/feb/02/yahoo-earnings-cutting-workforce-closing-offices-tech>). *The Guardian*.
83. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jul 25, 2016" (<http://edgar.secdatabase.com/288/119312516656036/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224427/http://edgar.secdatabase.com/288/119312516656036/filing-main.htm>) from the original on May 1, 2018. Retrieved April 30, 2018.
84. Goel, Vinod; Merced, Michael J. De La (July 24, 2016). "Yahoo's Sale to Verizon Ends an Era for a Web Pioneer" (<https://www.nytimes.com/2016/07/25/business/yahoo-sale.html>). *The New York Times*. ISSN 0362-4331 (<https://www.worldcat.org/issn/0362-4331>). Archived (<https://web.archive.org/web/20160727152338/http://www.nytimes.com/2016/07/25/business/yahoo-sale.html>) from the original on July 27, 2016. Retrieved July 25, 2016.
85. Lien, Tracey (July 25, 2016). "Verizon buys Yahoo for \$4.8 billion, and it's giving Yahoo's brand another chance" (<https://www.latimes.com/business/technology/la-fi-verizon-buys-yahoo-20160725-snap-story.html>). Archived (<https://web.archive.org/web/20160725150235/http://www.latimes.com/business/technology/la-fi-verizon-buys-yahoo-20160725-snap-story.html>) from the original on July 25, 2016. Retrieved July 25, 2016.
86. Griswold, Alison. "The stunning collapse of Yahoo's valuation" (<http://qz.com/741056/the-stunning-collapse-of-yahoos-valuation/>). Archived (<https://web.archive.org/web/20160730012712/http://qz.com/741056/the-stunning-collapse-of-yahoos-valuation/>) from the original on July 30, 2016. Retrieved August 6, 2016.
87. "Yahoo! Inc, Form DEFA14A, Filing Date Aug 1, 2016" (<http://pdf.secdatabase.com/1967/0001193125-16-666712.pdf>) (PDF). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501161008/http://pdf.secdatabase.com/1967/0001193125-16-666712.pdf>) (PDF) from the original on May 1, 2018. Retrieved May 1, 2018.

88. "Verizon, Form 8-K, Current Report, Filing Date Jul 25, 2016" (<http://edgar.secdatabase.com/2313/89882216000404/filing-main.htm>). *secdatabase.com*. Archived (<https://web.archive.org/web/20180501224457/http://edgar.secdatabase.com/2313/89882216000404/filing-main.htm>) from the original on May 1, 2018. Retrieved May 1, 2018.
89. Moritz, Scott; Sherman, Alex; Womack, Brian (February 15, 2017). "Verizon Said to Near Yahoo Deal at Lower Price After Hacks" (<https://www.bloomberg.com/news/articles/2017-02-15/verizon-reduces-yahoo-deal-price-by-250-million-in-revised-deal>). *Bloomberg News*. Archived (<https://web.archive.org/web/20170222111031/https://www.bloomberg.com/news/articles/2017-02-15/verizon-reduces-yahoo-deal-price-by-250-million-in-revised-deal>) from the original on February 22, 2017.
90. Snider, Mike (February 21, 2017). "Verizon shaves \$350 million from Yahoo price" (<https://www.usatoday.com/story/tech/news/2017/02/21/verizon-shaves-350-million-yahoo-price/98188452/>). *USA Today*. Archived (<https://web.archive.org/web/20170222053414/http://www.usatoday.com/story/tech/news/2017/02/21/verizon-shaves-350-million-yahoo-price/98188452/>) from the original on February 22, 2017. Retrieved February 21, 2017.
91. Kharpal, Arjun (June 13, 2017). "Verizon completes acquisition of Yahoo as Marissa Mayer resigns" (<http://www.cnbc.com/2017/06/13/verizon-completes-yahoo-acquisition-marissa-mayer-resigns.html>). *CNBC*. Archived (<https://web.archive.org/web/20170613125332/https://www.cnbc.com/2017/06/13/verizon-completes-yahoo-acquisition-marissa-mayer-resigns.html>) from the original on June 13, 2017. Retrieved June 13, 2017.
92. Fiegeman, Seth (June 13, 2017). "End of an era: Yahoo is no longer an independent company" (<https://money.cnn.com/2017/06/13/technology/business/yahoo-verizon-deal-closes/index.html>). *CNN*. Archived (<https://web.archive.org/web/20170613154803/http://money.cnn.com/2017/06/13/technology/business/yahoo-verizon-deal-closes/index.html>) from the original on June 13, 2017.
93. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Jul 27, 2017" (<http://edgar.secdatabase.com/2724/119312517237279/filing-main.htm>). U.S. Securities and Exchange Commission. Archived (<https://web.archive.org/web/20180501224554/http://edgar.secdatabase.com/2724/119312517237279/filing-main.htm>) from the original on May 1, 2018.
94. Chokshi, Niraj; Goel, Vindu (April 3, 2017). "Verizon Announces New Name Brand for AOL and Yahoo: Oath" (<https://www.nytimes.com/2017/04/03/technology/verizon-oath-yahoo-aol.html>). *The New York Times*. Archived (<https://web.archive.org/web/20170404002605/https://www.nytimes.com/2017/04/03/technology/verizon-oath-yahoo-aol.html>) from the original on April 4, 2017.
95. "Altaba Announces Liquidating Distribution of \$8.33 Per Share" (<https://www.businesswire.com/news/home/20201026005548/en/Altaba-Announces-Liquidating-Distribution-of-8.33-Per-Share>) (Press release). *Business Wire*. October 26, 2020.
96. "Apollo Funds Complete Acquisition of Yahoo" (<https://www.apollo.com/stockholders/press-releases/2021/09-01-2021-161530593>) (Press release). *Apollo Global Management*. September 1, 2021.
97. "Yahoo Pulls Out of China - November 2, 2021" (<https://dailynewsbrief.com/2021/11/02/yahoo-pulls-out-of-china/>). *Daily News Brief*. November 2, 2021. Retrieved November 2, 2021.
98. Lee, Wendy (June 13, 2017). "Verizon-Yahoo deal is official; Marissa Mayer resigns" (<https://www.sfgate.com/business/article/Verizon-Yahoo-deal-closes-Marissa-Mayer-resigns-11216259.php>). *San Francisco Chronicle*. Archived (<https://web.archive.org/web/20170808233812/http://www.sfgate.com/business/article/Verizon-Yahoo-deal-closes-Marissa-Mayer-resigns-11216259.php>) from the original on August 8, 2017.
99. "Yahoo! Inc, Form 8-K, Current Report, Filing Date Sep 22, 2016" (<http://edgar.secdatabase.com/1328/119312516717056/filing-main.htm>). U.S. Securities and Exchange Commission. Archived (<https://web.archive.org/web/20180429092735/http://edgar.secdatabase.com/1328/119312516717056/filing-main.htm>) from the original on April 29, 2018.
100. Perlroth, Nicole (September 22, 2016). "Yahoo Says Hackers Stole Data on 500 Million Users in 2014" (<https://www.nytimes.com/2016/09/23/technology/yahoo-hackers.html>). *The New York Times*. Archived (<https://web.archive.org/web/20160922192732/http://www.nytimes.com/2016/09/23/technology/yahoo-hackers.html>) from the original on September 22, 2016.
101. "Yahoo 'state' hackers stole data from 500 million users" (<https://www.bbc.co.uk/news/world-us-canada-37447016>). *BBC News*. September 23, 2016. Archived (<https://web.archive.org/web/20160923002317/http://www.bbc.co.uk/news/world-us-canada-37447016>) from the original on September 23, 2016.
102. Goel, Vindu (March 15, 2017). "Russian Agents Were Behind Yahoo Breach, U.S. Says" (<https://www.nytimes.com/2017/03/15/technology/yahoo-hack-indictment.html>). *The New York Times*. Archived ([https://web.archive.org/web/20170316013628/https://www.nytimes.com/2017/03/15/technology/yahoo-hack-indictment.html?\\_r=0](https://web.archive.org/web/20170316013628/https://www.nytimes.com/2017/03/15/technology/yahoo-hack-indictment.html?_r=0)) from the original on March 16, 2017.



103. Lawrence, Dune. "Here's How Russian Agents Hacked 500 Million Yahoo Users" (<https://www.bloomberg.com/news/articles/2017-03-16/here-s-how-russian-agents-hacked-500-million-yahoo-users>). *Bloomberg News*. Archived (<https://web.archive.org/web/20170316031926/https://www.bloomberg.com/news/articles/2017-03-16/here-s-how-russian-agents-hacked-500-million-yahoo-users>) from the original on March 16, 2017.
104. Goel, Vindu (December 14, 2016). "Yahoo Says 1 Billion User Accounts Were Hacked" (<https://www.nytimes.com/2016/12/14/technology/yahoo-hack.html>). *The New York Times*. Archived (<https://web.archive.org/web/20161214224401/http://www.nytimes.com/2016/12/14/technology/yahoo-hack.html>) from the original on December 14, 2016.
105. Gallagher, Sean (February 15, 2017). "Yahoo reveals more breachiness to users victimized by forged cookies [Updated]" (<https://arstechnica.com/information-technology/2017/02/yahoo-reveals-more-breachiness-to-users-victimized-by-forged-cookies/>). *Ars Technica*. Archived (<https://web.archive.org/web/20170221162334/https://arstechnica.com/information-technology/2017/02/yahoo-reveals-more-breachiness-to-users-victimized-by-forged-cookies/>) from the original on February 21, 2017.
106. Snider, Mike; Weise, Elizabeth (September 22, 2016). "500 million Yahoo accounts breached" (<https://www.usatoday.com/story/tech/2016/09/22/report-yahoo-may-confirm-massive-data-breach/90824934/>). *USA Today*. Archived (<https://web.archive.org/web/20170909211231/https://www.usatoday.com/story/tech/2016/09/22/report-yahoo-may-confirm-massive-data-breach/90824934/>) from the original on September 9, 2017.
107. McMillan, Robert; Knutson, Ryan (October 3, 2017). "Yahoo Triples Estimate of Breached Accounts to 3 Billion" (<https://www.wsj.com/articles/yahoo-triples-estimate-of-breached-accounts-to-3-billion-1507062804>). *The Wall Street Journal*.
108. "Verizon Communications Inc., Form 8-K, Current Report" (<http://edgar.secdatabase.com/2963/73271217000003/filing-main.htm>). U.S. Securities and Exchange Commission. October 3, 2017. Archived (<https://web.archive.org/web/20180501161312/http://edgar.secdatabase.com/2963/73271217000003/filing-main.htm>) from the original on May 1, 2018.
109. "Yahoo provides notice to additional users affected by previously disclosed 2013 data theft" (<https://www.verizonmedia.com/press/yahoo-provides-notice-to-additional-users-affected-by-previously/>) (Press release). Verizon Media. October 3, 2017. Archived (<https://web.archive.org/web/20171003223059/http://www.oath.com/press/yahoo-provides-notice-to-additional-users-affected-by-previously/>) from the original on October 3, 2017.
110. McCrank, John; Bartz, Diane (October 3, 2017). "Former Equifax chief apologizes to Congress over hack" (<https://www.reuters.com/article/us-equifax-cyber-house/former-equifax-chief-will-face-questions-from-u-s-congress-over-hack-idUSKCN1C80AO>). *Reuters*. Archived (<https://web.archive.org/web/20171110085311/http://www.reuters.com/article/us-equifax-cyber-house/former-equifax-chief-will-face-questions-from-u-s-congress-over-hack-idUSKCN1C80AO>) from the original on November 10, 2017.
111. Moritz, Scott (October 3, 2017). "Yahoo Triples Likely Scope of 2013 Hack to 3 Billion Users" (<https://www.bloomberg.com/news/articles/2017-10-03/yahoo-says-all-3-billion-users-probably-affected-by-2013-breach>). *Bloomberg News*. Archived (<https://web.archive.org/web/20171003223144/https://www.bloomberg.com/news/articles/2017-10-03/yahoo-says-all-3-billion-users-probably-affected-by-2013-breach>) from the original on October 3, 2017.
112. "Yahoo Tries to Hide Snoop Service Price List" (<https://www.eff.org/takedowns/yahoo-tries-hide-snoop-service-price-list>). Electronic Frontier Foundation. November 30, 2009. Archived (<https://web.archive.org/web/20121017233837/https://www.eff.org/takedowns/yahoo-tries-hide-snoop-service-price-list>) from the original on October 17, 2012.
113. Fang, Lee (September 20, 2011). "Yahoo Appears To Be Censoring Email Messages About Wall Street Protests (Updated)" (<https://archive.thinkprogress.org/yahoo-appears-to-be-censoring-email-messages-about-wall-street-protests-updated-d9ec9c4fa4eb/>). *ThinkProgress*. Center for American Progress Action Fund. Archived (<https://web.archive.org/web/20121221084639/http://thinkprogress.org/media/2011/09/20/323856/yahoo-censoring-occupy-wall-street-protests/>) from the original on December 21, 2012.
114. TheFreak (September 2011). "Yahoo Censoring 'Occupy Wall Street' Protest Messages" (<http://videosift.com/video/Yahoo-Censoring-Occupy-Wall-Street-Protest-Messages>). *Videosift*. Sift Partners, Inc. Archived (<https://web.archive.org/web/20120620080813/http://videosift.com/video/Yahoo-Censoring-Occupy-Wall-Street-Protest-Messages>) from the original on June 20, 2012. Retrieved September 16, 2012.
115. Nelson, Miranda (September 20, 2011). "Yahoo admits blocking Wall Street protest emails, says censorship was 'not intentional'" (<https://www.straight.com/blog/yahoo-admits-blocking-wall-street-protest-emails-says-censorship-was-not-intentional>). *The Georgia Straight*. Vancouver. Archived (<https://web.archive.org/web/20120830200802/http://www.straight.com/article-465356/vancouver/yahoo-accidentally-blocks-protesters-emails-apologizes>) from the original on August 30, 2012.

116. "Yahoo! And FIFA Form Expansive Global Relationship For Soccer's FIFA World Cup™, The World's Biggest Sporting Event | Altaba Inc" (<https://www.altaba.com/news-releases/news-release-details/yahoo-and-fifa-form-expansive-global-relationship-soccers-fifa>). *www.altaba.com*.
117. "Yahoo! Partners with the 2012 Sundance Film Festival" (<https://news.yahoo.com/news/blogs/advertising/yahoo-partners-2012-sundance-film-festival-182528801.html>). *news.yahoo.com*.
118. "Yahoo Logo Design, Logo Design History" (<https://logoorange.com/logodesign-Y/>). LogoOrange.com. Archived (<https://web.archive.org/web/20110929104206/http://www.logoorange.com/logodesign-Y.php>) from the original on September 29, 2011.
119. "Y – Yahoo" (<https://www.allacronyms.com/Y/Yahoo>). All Acronyms. 2012. Archived (<https://web.archive.org/web/20121221084601/http://www.all-acronyms.com/cat/7/Y/Yahoo/1183359>) from the original on December 21, 2012.
120. Swartz, Jon (August 7, 2013). "Yahoo is getting a new logo – in a month" (<https://www.usatoday.com/story/tech/2013/08/06/yahoo-is-getting-a-new-logo/2617033/>). *USA Today*. Archived (<https://web.archive.org/web/20131126144328/http://www.usatoday.com/story/tech/2013/08/06/yahoo-is-getting-a-new-logo/2617033/>) from the original on November 26, 2013.
121. Knight, Shawn (August 7, 2013). "Yahoo's 30 days of change campaign will end with new logo design" (<http://www.techspot.com/news/53532-yahoos-30-days-of-change-campaign-will-end-with-new-logo-design.html>). *TechSpot*. Archived (<https://web.archive.org/web/20130810052313/http://www.techspot.com/news/53532-yahoos-30-days-of-change-campaign-will-end-with-new-logo-design.html>) from the original on August 10, 2013. Retrieved August 14, 2013.
122. Newton, Casey (September 5, 2013). "Yahoo reveals its new logo" (<https://www.theverge.com/2013/9/5/4696274/yahoo-reveals-its-new-logo>). *The Verge*. Vox Media, Inc. Archived (<https://web.archive.org/web/20130920214635/http://www.theverge.com/2013/9/5/4696274/yahoo-reveals-its-new-logo>) from the original on September 20, 2013.
123. OREMUS, WILL (September 5, 2013). "Yahoo's New Logo Is Another Win for Marissa Mayer" (<https://slate.com/technology/2013/09/yahoo-s-new-logo-was-designed-in-large-part-by-marissa-mayer-herself-photo.html>). *Slate*.
124. Perez, Sarah (September 19, 2013). "Yahoo Resurrects The Personalized Homepage With "My Yahoo" Revamp" (<https://techcrunch.com/2013/09/19/yahoo-resurrects-the-personalized-homepage-with-my-yahoo-revamp/?ncid=tcdaily>). *TechCrunch*. Archived (<https://web.archive.org/web/20130923102800/http://techcrunch.com/2013/09/19/yahoo-resurrects-the-personalized-homepage-with-my-yahoo-revamp/?ncid=tcdaily>) from the original on September 23, 2013.
125. Edwards, Victoria (September 21, 2013). "6 Things We Learned From Marissa Mayer and Mark Zuckerberg at TechCrunch Disrupt 2013" (<http://searchenginewatch.com/article/2296067/6-Things-We-Learned-From-Marissa-Mayer-and-Mark-Zuckerberg-at-TechCrunch-Disrupt-2013>). *Search Engine Watch*. Archived (<https://web.archive.org/web/20130924084501/http://searchenginewatch.com/article/2296067/6-Things-We-Learned-From-Marissa-Mayer-and-Mark-Zuckerberg-at-TechCrunch-Disrupt-2013>) from the original on September 24, 2013.
126. "Yahoo Brand Identity" (<https://www.pentagram.com/work/yahoo/story>). *Pentagram*.

## External links

- Official website (<https://www.yahoo.com/>)
- Yahoo! Products and Services (<https://www.yahoo.com/everything/>)
- ALTABA and Yahoo! EDGAR Filing History (<https://research.secdatabase.com/CIK/1011006/Company-Name/ALTABA-INC>)
- Media related to Yahoo! at Wikimedia Commons
- Quotations related to Yahoo! at Wikiquote

Retrieved from "https://en.wikipedia.org/w/index.php?title=Yahoo!&oldid=1053668545"

**This page was last edited on 5 November 2021, at 08:45 (UTC).**

Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. By using this site, you agree to the Terms of Use and Privacy Policy. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.