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## Yahoo Rolls Out More Details About APEX/AMP

Apr 7, 2008 at 7:57am ET by [Greg Sterling](#)

In articles on the [NY Times](#) and [Wall Street Journal](#) sites this morning, more details are surfacing about the intended Q3 rollout of Yahoo's new ambitious, integrated ad platform — what President Sue Decker previously called “[APEX](#)” (advertiser-publisher exchange) and is now apparently being called “AMP.”

The idea is to allow Yahoo and its partners — initially the members of the [newspaper consortium](#) — to sell ads on each others' sites and throughout the network. The ads will at first be CPM-based graphical ads. Eventually the system will encompass the full range of ad types and formats, including video, search, and mobile advertising. It will also bring the full range of targeting capabilities to marketers across those formats and participating properties.

According to the WSJ:

Yahoo executives said they expected to begin releasing AMP in the third quarter for use by newspaper companies that are part of an existing Yahoo ad-sales consortium, and eventually extend it to additional Web publishers, advertisers, agencies and online-ad networks. The company said the system, in a future stage, will handle ad types besides display, such as search, mobile and video.

With the AMP system, Web publishers are expected to be able to manage the ads on their sites, as well as sell ads on behalf of other participants in exchange for a commission. Advertisers could buy online ads across a range of sites using standardized geographic, demographic and other targeting.

The AMP platform capabilities and vision are impressive. However, lurking in the background is the proposed acquisition of Yahoo by Microsoft. My sense is that Microsoft very much believes that AdCenter is superior to Panama and is likely to be equally skeptical about the claims regarding the new platform. If the merger happens, therefore, it casts doubt on whether Yahoo will ever be fully “AMP'd.”



[Greg Sterling](#) is a Contributing Editor at Search Engine Land, and writes a personal blog [Screenwerk](#), examining the broader world of media and advertising. He also posts at a [Local Mobile Search](#), which is focused on the mobile Internet.

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