

Nokia/Yahoo! in worldwide strategic alliance

Nokia and Yahoo! Have announced they are to bring integrated web services to millions of consumers around the world.



Yahoo! and Nokia announced a worldwide strategic alliance to extend the reach of their industry leading online services and offer people rich experiences that keep them connected to their world and the world around them.

Building on more than five years of collaboration, the companies will leverage each others' strengths in e-mail, instant messaging and maps and navigation services, to provide consumers with access to world-class experiences on both PC and mobile devices.

As part of the alliance:

- Nokia will be the exclusive, global provider of Yahoo!'s maps and navigation services, integrating Ovi Maps across Yahoo! properties, branded as "powered by Ovi";
- Yahoo! will become the exclusive, global provider of Nokia's Ovi Mail and Ovi Chat services branded as "Ovi Mail / Ovi Chat powered by Yahoo!";
- Nokia and Yahoo! plan to work on ID federation between their services, beginning by making it easy for people to use their Ovi user IDs across select Yahoo! properties to easily access the online content and services they need.

"Delivering great user experiences - both online and on your mobile - is what this alliance is all about," said Olli-Pekka Kallasvuo, CEO, Nokia. "We're enabling millions of Yahoo! customers in key markets including North America to discover the unique capabilities that Ovi Maps brings. Similarly, Yahoo!'s online expertise will bring exciting mail and messaging enhancements to millions of Ovi Mail customers across almost every country around the world, many of whom will have their first Internet experience on their mobile."

Carol Bartz, CEO, Yahoo! says it's an idea combination and added "We're excited to expand the reach of our best-in-class Mail and Messenger services, bringing personalised experiences to more people across the mobile web, particularly in emerging markets where we are seeding the next generation of Yahoo! users. At the same time, we believe Nokia's strength and continued investment in maps and navigation will greatly enhance our existing products, enabling us to focus on areas that are core to our business."

Your core needs will still be addressed

Together, Yahoo! and Nokia will continue to deliver Internet experiences that address the core needs of consumers, developers, operators and advertisers. The companies will utilise their respective global distribution advantages and brand recognition across consumer audiences.

Select, co-branded service offerings are expected to become available from the second half of 2010, with global availability expected in 2011.

Nokia is the world's largest mobile device manufacturer, with hundreds of millions of devices sold each year and a leader in digital mapping, with continuing investment and innovation focused on developing comprehensive digital mapping and navigation services, now covering 77 countries in 46 languages. With more than 600 million users of Yahoo!-branded sites per month, Yahoo! is a global Internet powerhouse, a one-stop web destination enabling consumers to enjoy their online life anywhere and everywhere - all customised for their interests. As one of the leading Internet brands, Yahoo! is focused on growing its audience by providing seamless web experiences across PC and mobile devices.

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