Yahoo CEO Marissa Mayer talks mobile strategy and more

CNET

Yahoo may not be known as a mobile player, but CEO Marissa Mayer sees partnerships as the key to mobile success.

In her first TV interview since becoming Yahoo CEO, Mayer spoke with Bloomberg TV earlier today at the World Economic Forum's annual meeting in Davos, Switzerland. Over the course of 30 minutes, she talked about Yahoo's mobile strategy, the company's culture, and the future of technology [1].

A transcript released by Bloomberg to Business Insider caught some of the highlights of the interview [2], which reportedly attracted a huge crowd in Switzerland.

One of the questions focused on Yahoo's mobile business. How does the company compete in a technology industry where mobile is king?

"Given that we do not have mobile hardware, a mobile OS, a browser, or a social network, how are we going to compete? I think that the big piece here is that it really allows us to partner," Mayer said. "It means there is an opportunity for strong partnerships. That is what we will be focused on."

Mayer said that Yahoo already works with Apple and Google in terms of the operating system, presumably meaning that Yahoo has mobile apps for both iOS and Android [3]. She also played up Yahoo's offerings to mobile phone users.

"So the nice thing at Yahoo is that we have all of the content that people want on their phone, we have these daily habits," Mayer said. "And I think that whenever you're dealing with a daily habit and providing a lot of value around it there is an opportunity not only to provide a lot of value to the end user but to also create a great business."

She also pointed to a "strong partnership" between Yahoo and Facebook. Rumors surfaced last November that the two might team up on search [4], but Facebook later dismissed those reports [5], according to AllThingsD.

The two did settle a patent skirmish last year [6], which triggered new cross-licensing agreements, an advertising partnership, and plans to collaborate on other projects.

Source URL (retrieved on *04/01/2015 - 11:10pm*):

http://www.wirelessdesignmag.com/news/2013/01/yahoo-ceo-marissa-mayer-talks-mobile-strategy-and-more?qt-digital_editions=0

Links:
[1] http://www.bloomberg.com/video/yahoo-ceo-says-personalization-is-future-of-search-XDvwyS~OTCOMXwWq~j8m2w.html
[2] http://www.businessinsider.com/marissa-mayer-lays-out-her-vision-for-the-future-of-technology-and-yahoo-2013-1
[3] http://www.cnet.com/android-atlas/
[4] http://news.cnet.com/8301-1023_3-57551538-93/facebook-and-yahoo-reportedly-seeking-search-partnership/
[5] http://allthingsd.com/20121119/confirmed-facebook-not-in-search-talks-with-yahoo/
[6] http://news.cnet.com/8301-1023_3-57467639-93/yahoo-calls-off-patent-battle-with-facebook/