

AOL to take over Microsoft display advertising business

Washington (dpa) - AOL announced Tuesday that it will take over Microsoft's online search advertising programmes and begin selling display ads across the internet. Under terms of the deal AOL will take over sales departments of display formats in nine key global markets including the US, the UK, Japan and Germany.

The 10-year agreement will allow AOL users to have access to search powered by Bing, which AOL said they plan to transition to beginning in January 2016.

The move will affect about 1,200 jobs at Microsoft. Bloomberg Business reported some of the positions would be moved to AOL and AppNexus.

AOL and Microsoft began working together in late 2011, and this announcement expands their partnership further.

Microsoft has been working to focus on personal computing, cloud platforms and business productivity. The company's chief executive Satya Nadella has been streamlining the Microsoft workforce since he took over last year.