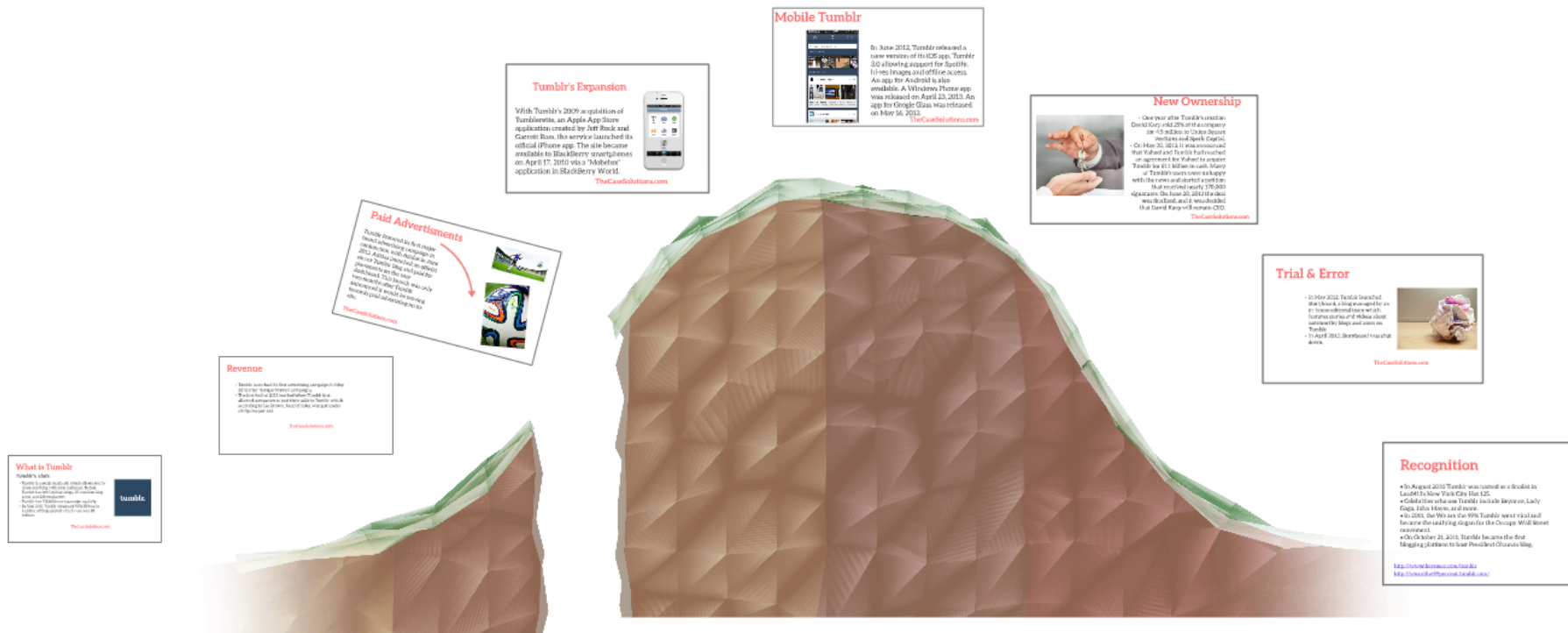


Yahoo's Acquisition of Tumblr

Tumblr is a microblogging platform and social media website founded by David Karp in February 2007. As of June 30, 2013, Tumblr is now owned by Yahoo, who bought the company for 1.1 billion dollars.

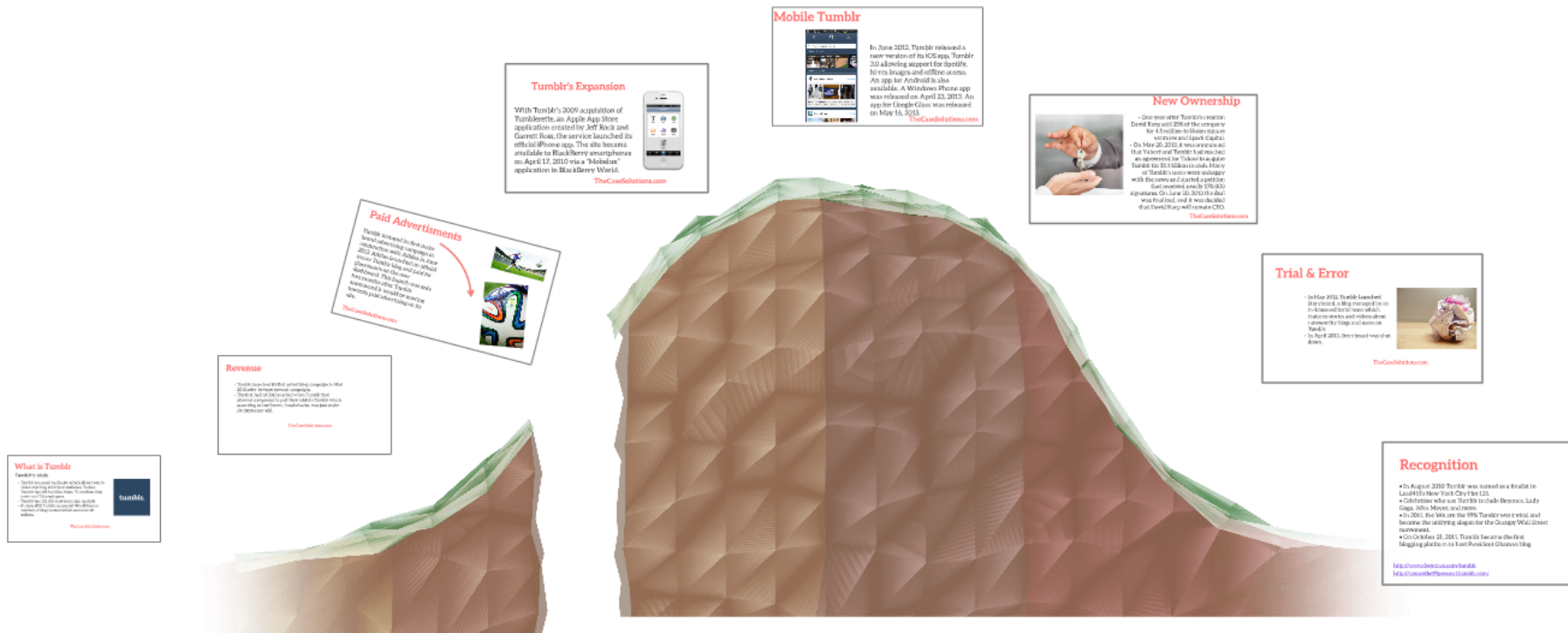
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What is Tumblr

Tumblr's stats

- Tumblr is a social media site which allows you to share anything with your audience. To date Tumblr has 169.5 million blogs, 75.4 million blog posts, and 226 employees.
- Tumblr has 125,000 new users sign up daily
- In June 2011 Tumblr surpassed WordPress in number of blogs posted which was over 20 million.



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Revenue

- Tumblr launched its first advertising campaign in May 2012 after 16 experimental campaigns.
- The first half of 2013 marked when Tumblr first allowed companies to post their ads to Tumblr which according to Lee Brown, head of sales, was just under six figures per add.

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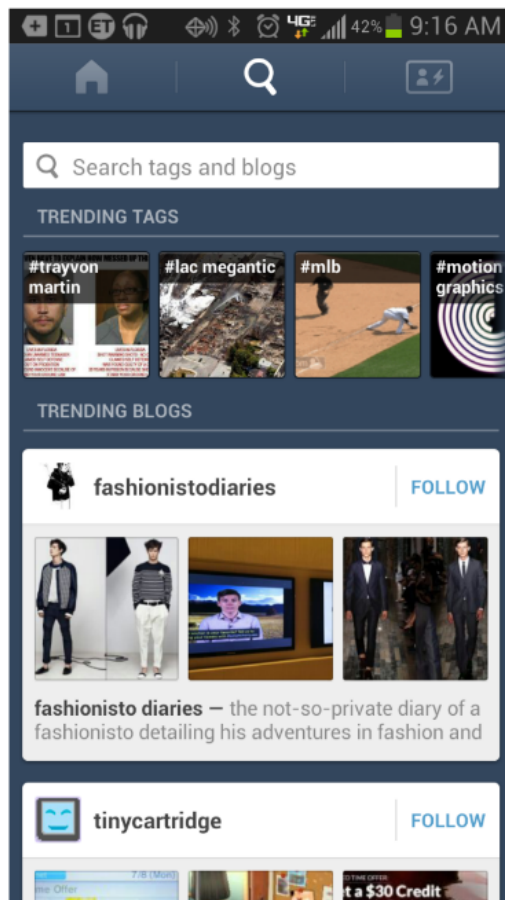
Paid Advertisements

Tumblr featured its first major brand advertising campaign in conjunction with Adidas in June 2012. Adidas launched an official soccer Tumblr blog and paid for placements on the user dashboard. This launch was only two months after Tumblr announced it would be moving towards paid advertising on its site.

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Mobile Tumblr



In June 2012, Tumblr released a new version of its iOS app, Tumblr 3.0 allowing support for Spotify, hi-res images and offline access. An app for Android is also available. A Windows Phone app was released on April 23, 2013. An app for Google Glass was released on May 16, 2013.

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New Ownership



- One year after Tumblr's creation David Karp sold 25% of the company for 4.5 million to Union Square ventures and Spark Capital.
- On May 20, 2013, it was announced that Yahoo! and Tumblr had reached an agreement for Yahoo! to acquire Tumblr for \$1.1 billion in cash. Many of Tumblr's users were unhappy with the news and started a petition that received nearly 170,000 signatures. On June 20, 2013 the deal was finalized, and it was decided that David Karp will remain CEO.

Tumblr's Expansion

With Tumblr's 2009 acquisition of Tumblrette, an Apple App Store application created by Jeff Rock and Garrett Ross, the service launched its official iPhone app. The site became available to BlackBerry smartphones on April 17, 2010 via a "Mobelux" application in BlackBerry World.



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Trial & Error

- In May 2012, Tumblr launched Storyboard, a blog managed by an in-house editorial team which features stories and videos about noteworthy blogs and users on Tumblr.
- In April 2013, Storyboard was shut down.

