

YANDEX SERVICES AND TECHNOLOGIES

An overview by East-West Digital News

Prepared by Alexandra Goryaeva, Adrien Henni, Thomas Hulbert and Dmitry Kudishin
May 2011

Search and catalogs			
Name	Description	Performance	Launched
Search http://www.yandex.ru	The main domain gateway to Yandex search and other services. Available in customized versions, for example http://school.yandex.ru/ intended for school age children. Users can personalize their Yandex homepage using 8,000 third-party and proprietary applications. An uncluttered version: http://www.ya.ru (1% of search requests).	24.7 million unique users aged 12 and older visited the Yandex.ru homepage in March 2011. By comparison, the leading Russian portal Mail.ru had its homepage visited by 22.7 million people. According to a TNS survey in Russia in late 2010, 44% of users had selected yandex.ru as their default homepage. (source: TNS).	1997
Image Search http://images.yandex.ru	The service indexes more than 3.8 billion images.	The search function had 19.8 million unique visitors in March 2011, compared to 6.4 million for Google Images in Russia and 1.4 million for Mail.ru's image search service. Yandex Kartini is arranged by topic, region, genre and other search parameters. (source: comScore)	n/a
Video Search http://video.yandex.ru	The service – the largest video search website in Russia – indexes approximately 120 million videos available on video hosting services as well as the websites of major media companies and news sources.	The video search had 11.2 million unique visitors in March, 2011, compared with 2.1 million for Google video search in Russia and 623,000 for Mail.ru video search. During the same month, Youtube.com had 13.9 million unique visitors in Russia in March 2011. (source: comScore).	2008
Yandex Catalog http://yaca.yandex.ru	Similarly to the original Yahoo!, this directory of websites features website descriptions prepared by moderators. It is arranged by topic, region, genre and other search parameters.	Yandex Catalog had 3.9 million unique visitors in March, 2011, compared to 1.4 million for Rambler Top100 and 977,000 for Mail.ru Directory (source: comScore)	n/a

Yandex Music http://music.yandex.ru	This free, licensed streaming music service features more than 1.8 million tracks from Russian and international artists. Users can listen to tracks from Yandex.Music on the Yandex search page if tracks are relevant to a query and are selected through a parallel search. All content is licensed through non-exclusive agreements with more than 50 copyright holders, including many of the leading global music companies, such as Universal Music Group, EMI, Warner Music Group and Sony Music as well as local Russian artists. The service is available to users in Russia, Belarus, Kazakhstan and Ukraine.	Yandex Music had 3 million unique visitors in March 2011, compared to popular Russian licensed streaming music sites Megalyrics.ru and MUZ.ru, with 1.5 million and 1 million, respectively. (source: comScore).	n/a
Blog and Forum Search http://blogs.yandex.ru	Search engine for blogs & forums. Includes feeds from leading blog hosting platforms (2.5 billion blog posts) and social networking sites in Russia, including LiveJournal, Vkontakte and Facebook.	The platform had 2.9 million unique visitors in March 2011. (source: comScore).	n/a
Yandex Books http://books.yandex.ru	Book search for online purchase or download.		n/a
Yandex Widget catalog http://www.yandex.ru/catalog	Catalog for applications and widgets.		n/a
Yandex My Discoveries http://nahodki.yandex.ru	Personal search history.		n/a
Yandex Family http://family.yandex.ru	Child-safe, family search filter.		1999
Interest http://interes.yandex.ru	User queries and interests shown in real time		
International Version http://www.yandex.com	English-language version of the search engine with a reduced range of functions, specifically text, image and video search only. According to the IPO prospectus, the English-language search is "for beta testing and improving non-Russian language search."		2010

Maps and location-based services			
Name	Description	Performance	Launched
Yandex Maps http://maps.yandex.ru	<p>This service provides detailed maps of more than 150 cities and towns in Russia and approximately 60 cities in Ukraine, Kazakhstan and Belarus. In addition to street maps, Yandex.Maps offers satellite images and hybrid maps (an amalgamation of satellite images and street maps), panoramic views and driving directions for browsers and mobile device applications. Yandex.Maps is also available via APIs, which allow web developers to embed and use interactive maps in third-party websites for free.</p> <p>Yandex has partnerships with local directories that allow for the integration of local business listings, recommendations and user reviews on maps. It has recently launched a Geo-Direct Business Directory service that allows advertisers paying for premium placement to be more visible to map users.</p> <p>Yandex relied on third-party providers for map data until July 2010, when it acquired one of the leading map data suppliers in Russia, GIS Technologies. This cartographic company owns the technology and licenses to create and edit maps from raw data, including satellite images, GPS tracks and live user feedback.</p>	<p>Yandex Maps had 10.1 million unique visitors in March 2011 and is the leading online map service in Russia compared with 7.3 million unique visitors for Google Maps in Russia and 2 million unique users for Mail.ru Maps.</p> <p>(source: comScore).</p>	2004
Yandex Traffic http://probki.yandex.ru	<p>Yandex Traffic offers real-time road traffic monitoring in key cities. The service launched 4 years before Google could offer a similar service to its Russian users; and Yandex claims to have been one of the first in the world to use GPS data from user mobile devices, anonymously and with user consent, in assembling real-time traffic information.</p> <p>The service also incorporates live user notes on traffic conditions, data from road equipment and road video cameras, GPS tracking from partners, historical road traffic data and statistical analysis to create precision real-time road traffic maps and to predict road traffic conditions, including along user-selected routes.</p> <p>For some major cities Yandex.Traffic also offers a route-planning service that takes local traffic condition updates into account.</p>	Yandex Traffic is the first and leading online road traffic monitoring service.	n/a
Yandex Metro http://metro.yandex.ru	Yandex Metro features maps of all metro systems in Russia and Ukraine and allows passengers to plan their travel routes and calculate travel times.	n/a	n/a
Yandex Panorama	This service offers panoramic photo images of streets in more than 80 Russian and Ukrainian cities and towns shown on Yandex.Maps.	n/a	Sept. 2010

Webmail			
Name	Description	Perfomamce	Launched
Yandex Mail http://mail.yandex.ru	Webmail service with unlimited storage space, advanced mailing and protection features and personalized communication services. The service is integrated to Yandex Subscriptions (RSS reader), Yandex Calendar, Yandex Cards, Yandex Maps as well as Ya Online.	Yandex Mail had 13.6 million users in March 2011 making it the second largest provider of free email services in Russia, compared with 20.4 million users of the Mail.ru mail service, 3.8 million for Rambler email and 2.5 million for Google's Gmail. (source: comScore).	2000

E-commerce and classifieds			
Name	Description	Analysis	Launched
Yandex Market http://market.yandex.ru	One of the largest online market platforms on the Russian-language Internet, Yandex Market provides product information, price comparisons and consumer-generated reviews of products and online retailers. Yandex Market aggregates information from more than 6,000 active online and brick-and-mortar retailers and currently features more than 130 product categories and more than 500,000 product makes and models. Priced on a CPC basis.	Yandex Market had 6 million unique visitors in March, 2011 compared with 2.2 million users on the Mail.ru online shopping service in the same period. (source: comScore).	2002
Yandex Auto http://auto.yandex.ru	Yandex Auto is a search service allowing users to access aggregate classified ads and other information, including user reviews, for new and used cars. The service currently offers more than 1.2 million classified ads aggregated from more than 300 websites.	Yandex Auto had 3.4 million unique visitors in March 2011, placing it among the largest online automotive aggregation services in Russia after AUTO.ru with 4.5 million unique visitors and Mail.ru Auto with 4.4 million unique visitors for the same period. (source: comScore).	n/a
Yandex Jobs http://rabota.yandex.ru	Yandex Jobs is a specialized search service allowing users to find local employment opportunities according to various criteria. For this aggregation service Yandex partners with the largest recruitment websites in Russia, Ukraine, Belarus and Kazakhstan. The service is linked to MoiKrug, Yandex's professional networking site.	Yandex Jobs had 2.5 million unique visitors in March 2011, just behind SuperJob.ru, the market leader with 2.9 million unique visitors and just ahead of hh.ru with 2.4 million and the Mail.ru job search with 2.2 million unique visitors. (source: comScore),	Oct. 2010
Yandex Real Estate http://realty.yandex.ru	An aggregator of real estate classifieds in Russia, Ukraine, Belarus and Kazakhstan.	Yandex Real Estate has not yet revealed its traffic data. Yandex came late to this market, but appears to be competitive among a variety of small and middle sized players.	Dec. 2010
Yandex Services http://uslugi.yandex.ru	Yandex Services offers a comparison of different financial products and services.	n/a	n/a
Yandex Collection http://collection.yandex.ru	Yandex Collection is a small online boutique with branded goods operating in partnership with Ozon.ru, a leading e-commerce player.	n/a	n/a

Social networking services, user-generated and shared content			
Name	Description	Performance	Launched
Yandex People http://narod.yandex.ru/	Yandex People offers free web page creation and hosting as well as file storage and document, music, video and photo sharing. Closely integrated with Yandex Mail	Yandex People had 18.3 million unique visitors in March 2011 and is the largest free website and file hosting service in Russia, followed by UCOZ.ru with 17 million unique visitors for the same period. (source: comScore)	n/a
Yandex Fotki http://fotki.yandex.ru/	Yandex Fotki is a photo hosting and sharing service with unlimited storage space. Yandex Fotki is used by many Russian bloggers to host the photos embedded in their blogs. A mobile version of Yandex.Fotki enables users to upload images quickly from mobile devices to the Yandex Fotki desktop service and to immediately share the photos on blogs or social networking sites.	Yandex Fotki had 8.1 million unique visitors in March 2011 and is the second largest photo hosting service in Russia after Mail.ru Photo, with 12 million unique visitors and Google.ru Picasa with 1.5 million unique visitors. (source: comScore).	n/a
Yandex Moi Krug ("My Circle") http://moikrug.ru/	Probably the leading social network for professionals in Russia. The site enables users to create and post their resume as well as find information and feedback on employers.	Moi Krug had 1 million unique visitors in March 2011. (source: comScore).	n/a
My Ya http://my.ya.ru/	My Ya is a blogging and social networking platform.	In the sphere of social networking sites, Yandex lags far behind Russia's leaders V Kontakte.ru, Odnoklassniki.ru and MoiMir.ru, all associated with Mail.ru Group	n/a
People's Map (Yandex Narodnaya Karta) http://n.maps.yandex.ru/	Yandex Personalized Maps is a user-generated map service allowing users to draw maps of places familiar to them using map-drawing and scaling software. A crowd sourcing approach allows users to create and update maps while moderators verify the accuracy and quality of these user-generated maps.	n/a	July 2010
Yandex Answers http://ask.yandex.ru/	Yandex Answers is an experimental user generated Q&A service claiming an archive of over 7.4 million questions, 23.2 million answers from 168,000 sources.	n/a	n/a

Other services and content			
Name	Description	Performance	Launched
Yandex News http://news.yandex.ru	<p>The company claims that Yandex News provides "a comprehensive media overview for our Russian and Ukrainian audiences, aggregating and presenting local, national and international news, currently from more than 3,700 news sources worldwide." The service was launched half a year before Google could offer a similar service to its Russian users. Yandex says it has "content-for-traffic agreements with most news content providers in Russia and Ukraine through which they obtain rights to use content for free in exchange for directing traffic to the original publishers' websites."</p> <p>According to the Yandex IPO prospectus, the selection of news is fully automated and neutral from an editorial perspective. At the same time, the company acknowledges the risk of "other parties" perceiving this news service "as reflecting a political viewpoint or agenda, which could subject us to politically motivated actions." Yandex consequently warned potential investors that it was as "vulnerable to politically motivated actions" as any other high-profile businesses in Russia.</p>	Yandex News has 11.6 million unique visitors in March 2011 and is the most visited online news aggregation service in Russia. It is followed by 9.6 million unique viewers for the Mail.ru news service and 6.5 million unique viewers for RBC.ru. (source: comScore).	2000
Yandex.Weather http://pogoda.yandex.ru	Yandex Weather provides current and forecast weather reports for approximately 200 countries worldwide.	Yandex Weather had 8.8 million unique visitors in March 2011, followed by Mail.ru Weather with 4.1 million unique visitors. (source: comScore)	n/a
Yandex TV http://tv.yandex.ru/	Yandex TV offers a current line of scheduled TV programs by time and channel.	Yandex TV had 4.7 million unique visitors in March 2011. (source: comScore)	n/a
Yandex.Dictionaries http://slovari.yandex.ru	Yandex Dictionaries is a reference and multi-language translation tool with spellchecker and offers access to more than 100 online dictionaries and encyclopedias.	Yandex Dictionaries had 4.7 million unique visitors in March 2011 and ranks among the top five most used online reference services in Russia. (source: comScore)	2005

Yandex Playbill http://afisha.yandex.ru	Yandex Playbill allows users to search for theater events, movies, concerts, exhibitions, sports events and other offline leisure activities in major cities in Russia, Ukraine, Belarus and Kazakhstan. Playbill features reviews supplied by Yandex media partners, aggregated and prioritized using algorithms similar to those used for Yandex.News.	Yandex Playbill had 2.3 million unique visitors in March 2011, following market leader Afisha.ru, with over 3 million unique users monthly. (source: comScore and TNS)	2005
Yandex Timetables http://rasp.yandex.ru	Yandex Timetables offers train, bus & plane schedules. The service allows users to plan the most convenient itinerary among a variety of transportation options based on information feeds from agencies in partnership with Yandex. Users can also purchase train and airline tickets through this service.	Yandex Timetables had 1.4 million unique visitors in March 2011 and is the second largest provider of such services in Russia after tutu.ru with 1.8 million unique visitors for the same period. (source: comScore)	n/a
Yandex.Translate http://translate.yandex.ru	An online computer translation service for web pages and texts.	n/a	n/a
Yandex Cards http://cards.yandex.ru	Electronic greeting cards.	n/a	2000
Yandex EGE http://ege.yandex.ru	Yandex EGE offers tutorial preparation for Russia's newly instituted EGE high school proficiency test (EGE stands for Unified State Exam and is the equivalent of the SAT college admission test in the US) A demo version of Russia's EGE gives users access to problem sets similar to those on the actual test developed especially for Yandex by the Moscow Center for Continuous Mathematical Education.	n/a	2010
Yandex Time http://time.yandex.ru	An international date and time zone service.	n/a	n/a
Yandex Calendar http://calendar.yandex.ru	Online calendar (experimental)	n/a	n/a
Yandex Internet http://internet.yandex.ru	Instantaneous IP and browser identification with Internet connection speed and other signal parameters.	n/a	n/a
Yandex Nesabudki http://lost.yandex.ru	A collection of miscellaneous projects.	n/a	n/a

Mobile versions			
Name	Description	Performance	Launched
Yandex mobile (Mobilnyi Yandex)	This is a mobile web version of the portal's services, including Yandex.Fotki, Yandex.Mail and others.		n/a
Yandex.Maps mobile	The mobile version of Yandex.Maps allows users to determine their current location, to find nearby businesses, to monitor road traffic on particular routes and to determine the best routes based on real-time traffic updates. It is available on a wide variety of mobile platforms. Under agreements with the three largest mobile telecom operators in Russia, Yandex users can view Yandex maps on their mobile devices free of any mobile tariff costs.	Yandex.Maps mobile is the most popular mobile maps service in Russia with 270,000 active daily users in the first quarter of 2011. (source: Yandex)	n/a
Other mobile applications	Many of the most popular Yandex online services such as Yandex Metro, Trains, Market and Fotki are available in mobile versions.		n/a

Desktop applications			
Name	Description	Performance	Launched
Yandex.Toolbar	The Yandex Toolbar is a specialized toolbar for web browsers, offering convenient search and access to updates from personalized services such as Yandex.Weather and Yandex.Traffic. It is compatible with most popular web browsers.	The Yandex toolbar had 9 million unique visitors in March 2011. (source: comScore)	n/a
Yandex Bookmarks http://zakladki.yandex.ru	Yandex Bookmarks is a personalized bookmark service integrated with Yandex.Toolbar and accessible from any internet-enabled computer.	n/a	2000
Yandex.Desktop Search http://desktop.yandex.ru	The desktop application is used for indexing and searching files on a personal computer and on local networks, enabling full-text search for a variety of file types	n/a	n/a
Ya.Online	Ya.Online is a notification service that provides alerts to user desktops or mobile devices when new messages are delivered to their Yandex.Mail accounts. Ya.Online also notifies users about messages and events from social networking websites.	n/a	n/a
Punto Switcher	The Punto Switcher is a automatic spelling sensitive Russian-to-English and English-to-Russian keyboard layout switcher.	n/a	n/a

Electronic currency			
Name	Description	Analysis	Launched
Yandex.Money http://money.yandex.ru/	<p>Yandex Money is a popular Russian electronic currency with approximately 40% of the market, leading in several e-commerce segments. Its main competitor is WebMoney,</p> <p>Yandex.Money users can pay for virtually anything, including mobile phone or Internet, cable and satellite TV subscriptions, utility bills, online gaming subscriptions, virtual or physical goods and even charitable contributions.</p> <p>The business model relies on commissions charged to merchants for processed payments as well as a charge paid by users for peer-to-peer payments or for the withdrawal of funds from the system. Yandex.Money generates approximately 2% of the company's overall revenues.</p> <p>Yandex claims that "one of the key features of our e-payment system is its security," and that the system "has never been hacked or compromised."</p> <p>In April 2011, FSB, the Russian federal security service, formally demanded that Yandex disclose the identity of users who had used Yandex.Money to send financial support to Rospil, a sort of Russian WikiLeaks aimed at exposing corruption issues at the highest level. Yandex complied, but since then, the data appears to have been leaked or misused by FSB: several users have complained they were intimidated as a result of their support.</p>	<p>Yandex.Money currently has more than 8 million registered users and processes more than 80,000 payments daily for more than 3,000 participating merchants.</p> <p>With 8,000 additional users daily – and more than 30% annual growth in the past four years – the service has developed in parallel with the fast growth of Russian e-commerce and electronic payment demand.</p>	2002

Services for webmasters and businesses	
Name	Description
Yandex Metrics http://metrika.yandex.ru	Yandex Metrics is a web statistics analysis tool allowing website owners or webmasters to measure traffic to their sites, see where the traffic is coming from, track visitor behavior, record time spent by visitors on a webpage and evaluate the efficiency of advertising campaigns. The service also offers a link-mapping feature which helps track user behavior to achieve better understanding of the strengths and weaknesses of a particular website layout. Yandex has integrated its newly acquired WebVisor technology with Metrics, enabling website owners to analyze other kinds of visitor behavior, such as mouse movements, clicks and text copying.
Yandex Search for websites http://site.yandex.ru	An embeddable Yandex search function for websites.
Mail services for domain owners http://pdd.yandex.ru	The service allows users to create email accounts with their own domain names. The owner of one domain can have up to one hundred accounts—enough to serve a small company or the staff at a school.
Yandex API http://api.yandex.ru	A embeddable toolkit of Yandex services for websites
Yandex.Server	Yandex.Server is an application for indexing and searching files in various popular formats on web servers, local networks and database management systems.

Other technologies	
Yandex Images http://company.yandex.com/technologies/duplicate_image_s.xml	Yandex.Images is a specialized image search service that categorizes them to 4 groups: exact duplicates, thumbnail duplicates, semi-duplicates and enhanced semi-duplicates.
Yandex.Server http://company.yandex.ru/technology/server	Yandex.Server offers search and index information for files in various popular formats on web servers, local networks and database management systems.
Spam Defence http://so.yandex.ru	Launched in 2004, Spam Defence ("Spamoborona") is a proprietary server-side spam filtering solution designed for corporate users and internet service providers as well as Yandex.Mail users. Spamooborona performs comprehensive analysis of thousands of email properties, measuring their significance and ensuring precise filtering of spam, while distinguishing legitimate emails including legitimate automated or list mails. Spamooborona also adaptively "learns" a user's personal preferences so that it can effectively include or filter out emails based on their individual history.
Ya.Online http://online.yandex.ru	Ya.Online is an application for personal notifications and alerts on your desktop
Mystem http://company.yandex.ru/technology/mystem	Mystem is an experimental program enabling users to perform morphological analysis of texts in Russian. For words not found in standard dictionaries, the program offers computer generated hypothesis for word morphology.
Yandex antivirus technology http://company.yandex.ru/technology/antivirus	In 2009, Yandex began checking for the presence of viruses on the web pages it indexes. The company uses two technologies: Sophos, a third-party solution which essentially consists in matching the page code with a database of existing virus signatures and a Yandex-developed solution with an automated monitoring for virus-like behavior in the system of the visited resource.
MatrixNet	Launched in 2009, MatrixNet is a proprietary machine-learning application aimed at increasing the precision and relevance of site ranking in search results. This new method, Yandex claims, is a "breakthrough technology taking into account thousands of search factors and their combinations" and has been applied to several classes of search queries.
Spectrum	Spectrum is a query categorization tool based on search statistics. If a user query is ambiguous, the system will use query statistics to guess the intended meaning of the user's keywords.
Orange	Orange is a real-time indexing application that allows users to find the most recent information on a given subject minutes after it appears online. Launched in 2010.
Webvisor www.webvisor.ru	Webvisor is an application that tracks user behavior . It was acquired in 2010 and integrated to Yandex's offer in 2011.
Loginza http://www.loginza.ru	Loginza is a plug-in for user authentication via such sites as Facebook, Twitter, and OpenID-supported sites. Acquired in 2010.



About East-West Digital News

Launched in 2011, East-West Digital News is the first all English-language online resource dedicated to Russian IT industries.

The site provides news, events, market data, business tools and updates related to Internet, e-commerce, mobile and telecoms, digital TV and satellite systems, software and hardware innovation.

www.ewdn.com