

List of mergers and acquisitions by Google

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Timeline of Google products, services, and acquisitions

As of April 16, 2015, Google has acquired over 180 companies with its largest acquisition being the purchase of Motorola Mobility, a mobile device manufacturing company, for \$12.5 billion. Most of the firms acquired by Google are based in the United States, and, in turn, most of these are based in or around the San Francisco Bay Area. To date, Google has divested itself of three business units: Frommers, which was sold back to Arthur Frommer in April 2012; SketchUp, which was sold to Trimble in April 2012; and Google Radio Automation, which was sold to WideOrbit in 2009.

Many Google products originated as services provided by companies that Google has since acquired. For example, Google's first acquisition was the Usenet company Deja News, and its services became Google Groups. Similarly, Google acquired Dodgeball, a social networking service company, and eventually replaced it with Google Latitude. Other acquisitions include web application company JotSpot, which became Google Sites; Voice over IP company GrandCentral, which became Google Voice; and video hosting service company Next New Networks, which became YouTube Next Lab and Audience Development Group. CEO Larry Page has explained that potential acquisition candidates must pass a sort of "toothbrush test": Are their products potentially useful once or twice a day, and do they improve your life?

Following the acquisition of Israel-based startup Waze in June 2013, Google submitted a "10-Q" filing with the Securities Exchange Commission (SEC) that revealed that the corporation spent \$1.3 billion on acquisitions during the first half of 2013, with \$966 million of that total going to Waze.

In October 2015, Google became a subsidiary of Alphabet Inc., which now owns most of the parts.

Google group of companies


















Number	Acquisition date	Company	Business	Country	Used as or integrated with
1	February 12, 2001	Deja	Usenet	 USA	Google Groups
2	September 20, 2001	Outride	Web search engine	 USA	Google Personalized Search
3	February 2003	Pyra Labs	Weblog software	 USA	Blogger
4	April 2003	Neotonic Software	Customer relationship management	 USA	Google Groups, Gmail
5	April 2003	Applied Semantics	Online advertising	 USA	AdSense, AdWords
6	September 30, 2003	Kaltix	Web search engine	 USA	iGoogle
7	October 2003	Sprinks	Online advertising	 USA	AdSense, AdWords
8	October 2003	Genius Labs	Blogging	 USA	Blogger
9	May 10, 2004	Ignite Logic	HTML editor	 USA	Google Sites
10	July 13, 2004	Picasa	Image organizer	 USA	Picasa, Blogger
11	September 2004	ZipDash	Traffic analysis	 USA	Google Maps
12	October 2004	Where2	Map analysis	 AUS	Google Maps
13	October 27, 2004	Keyhole, Inc	Map analysis	 USA	Google Maps, Google Earth
14	March 28, 2005	Urchin Software Corporation	Web analytics	 USA	Google Analytics
15	May 12, 2005	Dodgeball	Social networking service	 USA	Google Latitude
16	July 19, 2005	Akwan Information Technologies	Search engines	 BRA	Internet backbone
17	July 2005	Reqwireless	Mobile browser	 CAN	Google Mobile

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18	July 7, 2005	Current Communications Group	Broadband Internet access	 USA	Internet backbone
19	August 17, 2005	Android	Mobile software	 USA	Android
20	November 2005	Skia	Graphics software	 USA	Android, Google Chrome
21	December 27, 2005	Phatbits	Widget engine	 USA	Google Desktop
22	December 31, 2005	allPAY GmbH	Mobile software	 GER	Google Mobile
23	December 31, 2005	bruNET GmbH	Mobile software	 GER	Google Mobile
24	January 17, 2006	dMarc Broadcasting	Advertising	 USA	AdSense
25	February 14, 2006	Measure Map	Weblog software	 USA	Google Analytics
26	March 9, 2006	Upstartle	Word processor	 USA	Google Docs
27	March 14, 2006	@Last Software	3D modeling software	 USA	Google Sketchup
28	April 9, 2006	Orion	Web search engine	 AUS	Google Search
29	June 1, 2006	2Web Technologies	Online spreadsheets	 USA	Google Spreadsheet
30	August 15, 2006	Neven Vision Germany GmbH	Computer vision	 GER	Picasa, Google Goggles
	September 1, 2006	Cold North Wind/Paperofrecord.com	Historical Newspapers	Canada	Google Books/Scholar
31	October 9, 2006	YouTube	Video sharing	 USA	YouTube
32	October 31, 2006	JotSpot	Web application	 USA	Google Sites
33	December 18, 2006	Endoxon	Mapping	 CHE	Google Maps
34	February 16, 2007	Adscape	In-game advertising	 USA	AdSense

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35	March 16, 2007	Trendalyzer	Statistical software	 SWE	Google Analytics
36	April 17, 2007	Tonic Systems	Presentation program	 USA	Google Docs
37	April 19, 2007	Marratech	Videoconferencing	 SWE	Google Talk , Google Hangouts
38	April 13, 2007	DoubleClick	Online advertising	 USA	AdSense
39	May 11, 2007	GreenBorder	Computer security	 USA	Google Chrome
40	June 1, 2007	Panoramio	Photo sharing	 ESP	Panoramio
41	June 3, 2007	FeedBurner	Web feed	 USA	FeedBurner
42	June 5, 2007	PeakStream	Parallel processing	 USA	Android
43	June 19, 2007	Zenter	Presentation program	 USA	Google Docs
44	July 2, 2007	GrandCentral	Voice over IP	 USA	Google Voice
45	July 20, 2007	ImageAmerica	Aerial photography	 USA	Google Maps
46	July 9, 2007	Postini	Communications security	 USA	Gmail
47	September 27, 2007	Zingku	Social networking service	 USA	Google Mobile
48	October 9, 2007	Jaiku	Microblogging	 FIN	Google Mobile
49	July 30, 2008	Omnisio	Online video	 USA	YouTube
50	September 12, 2008	TNC	Weblog software	 KOR	Blogger
51	August 5, 2009	On2	Video compression	 USA	WebM , YouTube
52	September 16, 2009	reCAPTCHA	Security	 USA	Google Books
53	November 9, 2009	AdMob	Mobile advertising	 USA	DoubleClick , Invite Media

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54	November 9, 2009	Gizmo5	Voice over IP	 USA	Google Talk , Google Hangouts
55	November 23, 2009	Teracent	Online advertising	 USA	AdSense
56	December 4, 2009	AppJet	Collaborative real-time editor	 USA	Google Wave , Google Docs
57	February 12, 2010	Aardvark	Social search	 USA	Aardvark
58	February 17, 2010	reMail	Email search	 USA	Gmail
59	March 1, 2010	Picnik	Photo editing	 USA	Picasa
60	March 5, 2010	DocVerse	Microsoft Office files sharing site	 USA	Google Docs
61	April 2, 2010	Episodic	Online video platform start-up	 USA	YouTube
62	April 12, 2010	PlinkArt	Visual search engine	 UK	Google Goggles
63	April 20, 2010	Agnilux	Server CPUs	 USA	Android
64	April 27, 2010	LabPixies	Gadgets	 ISR	iGoogle , Android
65	April 30, 2010	BumpTop	Desktop environment	 CAN	Android
66	May 18, 2010	Global IP Solutions	Video and audio compression	 USA	WebRTC
67	May 20, 2010	Simplify Media	Music streaming	 USA	Android
68	May 21, 2010	Ruba.com	Travel	 USA	Google
69	June 3, 2010	Invite Media	Advertising	 USA	DoubleClick
70	July 1, 2010	ITA Software	Travel technology	 USA	Google Flights
71	July 16, 2010	Metaweb	Semantic search	 USA	Google Search
72	August 2010	Zetawire	Mobile payment, NFC	 CAN	Android , Google

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73	August 4, 2010	Instantiations	Java/Eclipse/AJAX developer tools	 USA	Wallet , Google Checkout Google Web Toolkit
74	August 5, 2010	Slide.com	Social gaming	 USA	Google+ , Orkut , Google Play
75	August 10, 2010	Jambool	Social Gold payment	 USA	Google+ , Orkut
76	August 15, 2010	Like.com	Visual search engine	 USA	Google Shopping
77	August 30, 2010	Angstro	Social networking service	 USA	Google , Google Alert
78	August 30, 2010	SocialDeck, Inc.	Social gaming	 CAN	Google , Google+
79	September 13, 2010	Quiksee	Online video	 ISR	Google Maps
80	September 28, 2010	Plannr	Schedule management	 USA	Google+
81	October 1, 2010	BlindType	Touch typing	 GRE	Android
82	December 3, 2010	Phonetic Arts	Speech synthesis	 UK	Google Voice , Google Translate
83	December 3, 2010	Widevine Technologies	DRM	 USA	Google TV
84	January 13, 2011	eBook Technologies	E-book	 USA	Google Books
85	January 25, 2011	SayNow	Voice recognition	 USA	Google Voice
87	March 1, 2011	Zynamics	Security	 GER	Google
88	March 7, 2011	BeatThatQuote.com	Price comparison service	 UK	Google Advisor
89	March 7, 2011	Next New Networks	Online video	 USA	YouTube
90	March 16, 2011	Green Parrot Pictures	Digital video	 IRL	YouTube








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91	April 8, 2011	PushLife	Service provider	 CAN	Google
92	April 26, 2011	TalkBin	Mobile software	 USA	Android
93	May 23, 2011	Sparkbuy	Product search	 USA	Google Shopping
94	June 3, 2011	PostRank	Social media analytics service	 CAN	Google
95	June 9, 2011	Admeld	Online advertising	 USA	DoubleClick , Invite Media
96	June 18, 2011	SageTV	Media center	 USA	Google TV , Google Fiber , Android TV
97	July 8, 2011	Punchd	Loyalty program	 USA	Google Offers
98	July 21, 2011	Fridge	Social groups	 USA	Google+
99	July 23, 2011	PittPatt	Facial recognition system	 USA	Android
100	August 1, 2011	Dealmap	One deal a day service	 USA	Google Offers
101	August 15, 2011	Motorola Mobility	Mobile device manufacturer	 USA	Android , Google TV , Android TV , Patent portfolio
102	September 7, 2011	Zave Networks	Digital coupons	 USA	Google Offers
103	September 8, 2011	Zagat	Restaurant reviews	 USA	Google Places , Google Maps
104	September 19, 2011	DailyDeal	One deal a day service	 GER	Google Offers
105	October 11, 2011	SocialGrapple	Social media analytics service	 CAN	Google+
106	November 10, 2011	Apture	Instantaneous search	 USA	Google Search
107	November 14, 2011	Katango	Social circle organization	 USA	Google+

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108	December 9, 2011	RightsFlow	Music rights management	 USA	YouTube
109	December 13, 2011	Clever Sense	Mobile apps	 USA	Android
110	March 16, 2012	Milk, Inc	Social networking service	 USA	Google+
111	April 2, 2012	TxVia	Online Payment	 USA	Google Wallet , Google Checkout
112	June 4, 2012	Meebo	Instant Messaging	 USA	Google Hangouts
113	June 5, 2012	Quickoffice	Productivity Suite	 USA	Google Docs
114	July 20, 2012	Sparrow	Mobile apps	 FRA	Gmail
115	2012	WIMM Labs	Android powered smartwatches	 USA	Android
116	August 1, 2012	Wildfire Interactive	Social media marketing	 USA	Google , Google+
117	September 7, 2012	VirusTotal.com	Security	 ESP	Google
118	September 17, 2012	Nik Software, Inc.	Photography	 USA	Google , Android
119	October 1, 2012	Viewdle	Facial recognition	 UKR	Android
120	November 28, 2012	Incentive Targeting Inc.	Digital coupons	 USA	Google Offers
121	November 30, 2012	BufferBox	Package delivery	 CAN	Google Shopping , Android
122	February 6, 2013	Channel Intelligence	Product ecommerce	 USA	Google Shopping
123	March 12, 2013	DNNresearch Inc.	Deep Neural Networks	 CAN	Google , Google X
124	March 15, 2013	Talaria Technologies	Cloud computing	 USA	Google Cloud
125	April 12, 2013	Behavio	Social Prediction	 USA	Google Now

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126	April 23, 2013	Wavii	Natural Language Processing	 USA	Google Knowledge Graph
127	May 23, 2013	Makani Power	Airborne wind turbines	 USA	Google X
128	June 11, 2013	Waze	GPS navigation software	 ISR	Google Maps
129	September 16, 2013	Bump	Mobile software	 USA	Android
130	October 2, 2013	Flutter	Gesture recognition technology	 USA	Google, Android, Google X
131	October 22, 2013	FlexyCore	DroidBooster App for Android	 FRA	Android
132	December 2, 2013	SCHAFT, Inc.	Robotics, humanoid robots	 JPN	Google X
133	December 3, 2013	Industrial Perception	Robotic arms, computer vision	 USA	Google X
134	December 4, 2013	Redwood Robotics	Robotic arms	 USA	Google X
135	December 5, 2013	Meka Robotics	Robots	 USA	Google X
136	December 6, 2013	Holomni	Robotic wheels	 USA	Google X
137	December 7, 2013	Bot & Dolly	Robotic cameras	 USA	Google X
138	December 8, 2013	Autofuss	Ads and Design	 USA	Google X
139	December 10, 2013	Boston Dynamics	Robotics	 USA	Google X
140	January 4, 2014	Bitspin	Timely App for Android	 CHE	Android
141	January 13, 2014	Nest Labs, Inc	Home automation	 USA	Google
142	January 15, 2014	Impermium	Internet security	 USA	Google
143	January 26, 2014	DeepMind Technologies	Artificial Intelligence	 UK	Google X

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144	February 16, 2014	SlickLogin	Internet Security	 ISR	Google
145	February 21, 2014	spider.io	Anti ad-fraud	 UK	DoubleClick, Adsense
146	March 12, 2014	GreenThrottle	Gadgets	 USA	Android
147	April 14, 2014	Titan Aerospace	High-altitude UAVs	 USA	Project Loon
148	May 2, 2014	Rangespan	E-commerce	 UK	Google Shopping
149	May 6, 2014	Adometry	Online advertising attribution	 USA	Google
150	May 7, 2014	Appetas	Restaurant website creation	 USA	Google
151	May 7, 2014	Stackdriver	Cloud computing	 USA	Google Cloud
152	May 7, 2014	MyEnergy	Online Utility Usage Monitor	 USA	Nest Labs
153	May 16, 2014	Quest Visual	Augmented Reality	 USA	Google Translate
156	May 19, 2014	Divide	Device Manager	 USA	Android
156	June 10, 2014	Skybox Imaging	Satellite	 USA	Google Maps, Project Loon
156	June 19, 2014	mDialog	Online advertising	 CAN	DoubleClick
157	June 19, 2014	Alpentel Technologies	Wireless Technology	 USA	Google
158	June 20, 2014	Dropcam	Home Monitoring	 USA	Nest Labs
159	June 25, 2014	Appurify	Mobile Device Cloud, Testing Services	 USA	Google Cloud
160	July 1, 2014	Songza	Music streaming	 USA	Google Play, Android TV
161	July 23, 2014	drawElements	Graphics compatibility testing	 FIN	Android

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162	August 6, 2014	Emu	IM client		Google Hangouts , Google Now
163	August 6, 2014	Director	Mobile video	 USA	YouTube , Android
164	August 17, 2014	Jetpac	Artificial intelligence, image recognition	 USA	Google X
165	August 23, 2014	Gecko Design	Design	 USA	Google X
166	August 26, 2014	Zync Render	Visual Effects Rendering	 USA	Google Cloud Platform
167	September 10, 2014	Lift Labs	Liftware	 USA	Life sciences division of Google X
168	September 11, 2014	Polar	Social Polling	 USA	Google+
169	October 21, 2014	Firebase	Data Synchronization	 USA	Google Cloud Platform
170	October 23, 2014	Dark Blue Labs	Artificial Intelligence	 UK	Google DeepMind
171	October 23, 2014	Vision Factory	Artificial Intelligence	 UK	Google DeepMind
172	October 24, 2014	Revolv	Home Automation	 USA	Nest Labs
173	November 19, 2014	RelativeWave	App Development	 USA	Material Design
174	December 17, 2014	Vidmaker	Video Editing	 USA	YouTube
175	February 4, 2015	Launchpad Toys	Child-friendly apps	 USA	YouTube for Kids
176	February 8, 2015	Odysee	Photo/video sharing & storage	 USA	Google+
177	February 23, 2015	Softcard	Mobile payments	 USA	Google Wallet
178	February 24, 2015	Red Hot Labs	App advertising and discovery	 USA	Android
179	April 16, 2015	Thrive Audio	Surround sound technology	 IRE	Google Cardboard

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180	April 16, 2015	Tilt Brush	3D Painting	 USA	Google Cardboard
181	May 4, 2015	Timeful	Mobile software	 USA	Google Inbox , Google Calendar
182	July 21, 2015	Pixate	Prototyping and Design	 USA	Material Design
183	September 30, 2015	Jibe Mobile	Mobile Cloud Communications	 USA	Android
184	June 18, 2015	Agawi	Mobile Cloud Communications	 USA	Android , Google Play
185	October 17, 2015	Digisfera	360° photography	 POR	Street View
186	November 11, 2015	Fly Labs	Video Editing	 USA	Google Photos