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Norton Scientific Collection: Twitter Strikes Deal with Russian Search Engine by
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Yandex confirmed on Tuesday that it has signed an agreement with microblogging service Twitter, giving the users of their search engine immediate access to over 250 million new tweets every day.

Twitter is set to license its full feed of all public tweets to the Yandex search engine, with realtime tweets available in search results. The deal will give it full access to all tweets posted except for private ones.

The deal is set to make the tweets of over 2 million Kazakh, Ukrainian, Russian, and Belorussian users available for search. Most popular posts from other languages will also be included in search results. The biggest search engine in Russia, Yandex also has operations in Kazakhstan, Ukraine, Turkey and Belarus. Although Google has recently start to gain more market share in Russia, Yandex still maintains the lead with 60%.

Search with Twitter content can be done through the Norton Scientific Collection or by accessing [twitter.yandex.ru](#). Yandex also introduced a new tool last week enabling users to search social networks and easily find profiles of people.

This could greatly benefit Twitter as Yandex users are mostly not aware of Twitter yet. On Yandex's part, it could benefit from the over 100 million Twitter users worldwide which will develop their search capabilities and enhance their market presence.

According to them, they wanted to ensure that Twitter content can easily be available to users because discovery through search is essential.

Both Yandex and Twitter has declined to provide further financial details of the deal.

Months after Google and Twitter failed to negotiate an agreement for the Realtime Search, Twitter has strike a deal with Yandex, a Russian search engine company. Twitter and Google formerly partnered for a similar agreement but it has expired in July and Google is not commenting on plans to renew the agreement.

Microsoft reportedly paid USD 30 million for its Twitter deal.

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