

Google close to Digg deal?

Google is apparently interested in buying Digg for around \$200 million.

Rumours of Digg's imminent acquisition are nothing new, with everyone from Microsoft to Yahoo rumoured to have been interested in the company at some point. However, in a recent interview with The Guardian, Digg founder Kevin Rose admitted that he wasn't necessarily against selling the company, should the right deal come along.

"If there ever becomes a partner that can help us achieve our goals, and where two plus two equals 10, then that is something I would consider," he said.

Google does seem a natural fit for Digg, which could potentially find itself integrated into the Google News service, which while massively popular has never been a money spinner. Bolstering the service with Digg, would undoubtedly help it create a far more attractive platform on which to sell ads.

However, it still represents a risk for the company which is still working on a way to make money from YouTube, another massively popular internet destination.

This particular path has already been trodden by Wired-owner Condé Nast, which bought Reddit in 2006, incorporating its news aggregation technology into its range of sites.