

Message

From: Vint Cerf ^{Redacted}@google.com]
Sent: 12/17/2018 1:29:40 AM
To: Benedict Gomes ^{Redacted}@google.com]
CC: Nick Fox ^{Redacted}@google.com]; ^{Redacted}@google.com; Shashidhar Thakur ^{Redacted}@google.com]
Subject: Re: bing vs google

Thanks Ben!

best wishes for the holidays.

v

On Sun, Dec 16, 2018 at 8:27 PM Benedict Gomes ^{Redacted}@google.com> wrote:

We do systematic comparisons with Bing and we are ahead on our metrics. However it is quite possible that our push towards freshness loses us some relevance. We will definitely look into that.

We are aware of the image search issues and are now working pretty hard on image search and you should see a lot of improvement this year (our investment was lower for a while but is now much higher).

ben

On Sun, Dec 16, 2018 at 5:18 PM Vint Cerf ^{Redacted}@google.com> wrote:
from some recent correspondence:

Recently I wanted to find a post Andrew Orłowski wrote for *The Register* in the early 00s. It was about *The Cluetrain Manifesto* (which he called "Candide without the irony") and also mentioned John C. Dvorak. So I did this search on Google:

<https://www.google.com/search?q=doc+searls+orłowski+register+cluetrain+candide+dvorak>

Nada.

So I went to Bing and did the same:

<https://www.bing.com/search?q=doc+searls+orłowski+register+cluetrain+candide+dvorak>

Bulls eye.

This is consistent with something I've noticed lately, which is that Google seems to be forgetting a lot of old stuff. Maybe it's because the company is deprecating http in deference to https. Maybe there's some other reason. I don't know. But what's clear to me is that Google has real competition in search.

I also prefer Bing's image search as well, along with its Birds Eye views in Bing Maps. For an example of the latter, look [here](#). That's the top of the "candelabra" tower in Needham, from which nearly all of Boston's TV stations radiate. The closest Google can come to that is [here](#), where the 3D view only shows the base of the tower.

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