
From: Hal Varian <[Redacted]@google.com> on behalf of Hal Varian
Sent: Sunday, November 21, 2010 7:47 PM
To: [Redacted]@google.com
Subject: Re: Oct 2010 Search Share Numbers

Thanks, Jonathan. I go over these numbers with Penny before she sends them out. The AdSense share comes from my team.

On Thu, Nov 18, 2010 at 9:43 PM, Jonathan Rosenberg <[Redacted]@google.com> wrote:

----- Forwarded message -----

From: Johanna Wright <[Redacted]@google.com>
Date: Thu, Nov 18, 2010 at 9:39 PM
Subject: Oct 2010 Search Share Numbers
To: [Redacted]@google.com, execute <[Redacted]@google.com>, sps-exec <[Redacted]@google.com>, Lorraine Twohill <[Redacted]@google.com>, Gary Briggs <[Redacted]@google.com>, Joan Braddi <[Redacted]@google.com>, Tony Fagan <[Redacted]@google.com>, Penny Chu <[Redacted]@google.com>

The October search share numbers are in. Comscore has also just announced.

The high level summary is that all sources show a slight increase to Bing (between +0.2% and +0.4%). Results for Google are mixed based on the source (ranging from -0.1% to +0.6%). In the cases where Google is up, it appears to be taking share from Yahoo! and not from Bing.

There have been some changes in the way we calculate share since the instant launch. We have introduced the notion of session share. A session is a series of search queries that ends after a 5 minute pause between queries. We have also introduced the notion of a page view share which looks at the number of results pages seen and incorporates explicit actions taken from Google Instant. Page View share closely mirrors how comscore calculates share and gives us a gut check on their metrics.

Here are the numbers. A big thanks to Penny Chu and her team for their work.

CUP U.S. Search Share - based on Search sessions

Google 68.8% (-0.1%)
Bing 9.2% (+0.3%)
Yahoo 15.3% (+0.2%)

CUP U.S. Modified Search PV Share (Comscore/Psychic-way for Google) - "Explicit"

Google 71.0% (+0.6%)
Bing 9.6% (+0.4%)
Yahoo 14.3% (-0.6%)

Analytics U.S. Click Share

Ex. No.
UPX0472
1:20-cv-03010-APM

Google 82.6% (no change)
Bing 7.7% (no change)
Yahoo 9.7% (-0.1%)

AdSense U.S. Click Share
Google 80.2% (-0.1%)
Bing 7.7% (+0.2%)
Yahoo 8.8% (+0.1%)

Comscore Explicit Share (source: Search Engine Land) *
Google 66.3% (+0.2%)
Bing 11.5 (+0.3%)
Yahoo 16.5% (-0.2%)

*Comscore Explicit share is calculated for Google/Yahoo/Bing sites, which includes other search properties, but excludes Maps and Youtube (in CUP, we've always only counted Websearch). We know how Google explicit queries are counted post-Instant, but we do not know exactly how Comscore defines explicit queries for Bing and Yahoo.