

# Aethon Status Update

Privileged and Confidential



**Aethon** /ei-0ɒn/: Aethon is one of the four flying horses belonged to Helios in Greek mythology. It is red-brownish. The ancient Greek word *aithōn* means "blazing".

May 2021

Redacted

**REDACTED FOR PUBLIC FILING & ABRIDGED**

Ex. No.  
UPX0260

1:20-cv-03010-APM

APLGOOGDOJ-01166675

Task Design

# Redacted



## Redacted

For most head quereis like [amazon], graders do not have strong preference one way or the other.

Redacted

- For **Result Relevance**, Google wins Bing in almost everywhere, except for en\_US Desktop with Safari queries (which is a tie)

Redacted

- Google has much larger lead on Mobile than Desktop
- For **Overall Preference**, Bing outperforms Google on desktop UI and diversity in en\_US, but that lead is weaker in fr\_FR and ja\_JP

Redacted

This results match our intuitions

- First, Google has a strong lead in relevance, in particular for long tail queries and in international locales.

Redacted

- On the other hand, we heard that Bing has invested heavily in desktop features, in particular in English US. It's good to confirm in the eval that Bing in English (US) Desktop is actually preferred.

