

## Microsoft's New Search Engine Shares Online Market Profit With Google

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Dated: Jun 19, 2009

*Microsoft Corp, has made early a powerful entry in the web search market as its Bing search engine has received huge response from worldwide online users. It is counting on Bing for competing with Google in the internet advertisement market.*

Microsoft Corp has finally succeeded in registering a huge triumph against its rivals as its search engine, Bing has won more market share. The new industry data of research firm comScore Inc revealed this fact that this new search engine has spurred modest growth but it is still trailing Google Inc. and Yahoo Inc. considerably.

Mr. Steve Ballmer, Microsoft's Chief Executive, asserted that it is very challenging to enter into the reign of Google and it is a long term project. Adding further, he said that "We have had some very good initial response." Referring Google as 'a big dog competitor', Ballmer said that "I don't want to over-set expectations. We are going to have to be tenacious and keep up the pace of innovation over a long period of time."

The data said that since the introduction of Bing search engine by Microsoft it has gained around 2 percentage points in two measures of the US internet search market share. It has earned nearly 12.1 per cent of US internet searches between 8-12 July, 2009. The figure triggered from 11.3 percent of June 1-5, 2009, when it was first launched. Analysts are anxiously waiting for figures of whole June to see if Microsoft can successfully hold onto its gains.

Microsoft, largest software company, has long awaited to play a dominant role in the lucrative online search marketplace.

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