

Message

**From:** Hal Varian [hal@google.com]  
**Sent:** 10/9/2009 11:09:47 PM  
**To:** Penny Chu [pchu@google.com]  
**Subject:** Re: Latest market share analysis

I liked the place --- they had lots of good dishes. Maybe we should organize a banquet there for some special occasion.

On Fri, Oct 9, 2009 at 2:20 PM, Penny Chu <pchu@google.com> wrote:  
Ooh nice, thank you what did you think of it? I can't wait to see the menu.

BTW, you raise a good point about the word "market". I think it's time for Legal 101 again for everyone. e.g. I just got an email from Carrie Grimes (forwarded from s'one organizing Eng all-hands) with "market" everywhere...I told her to spread the word if she notices others doing it.

On Fri, Oct 9, 2009 at 2:11 PM, Hal Varian <hal@google.com> wrote:  
I knew you were careful about this, just wanted to note it, as I sent Marissa a gentle reminder.

BTW, I picked up a copy of the "Little Shanghai" menu for you.

On Fri, Oct 9, 2009 at 1:20 PM, Penny Chu <pchu@google.com> wrote:  
Hi Hal, yes, absolutely, I'm aware of not using the word "market", and always use the words PV or search share in all the bi-weekly updates I send to Marissa -- the one big thing I remember from all that Legal training. :) Yup, will keep an eye out; in the past, I've already reminded folks (like Ying Wang) they should not use the word "market share".

On Fri, Oct 9, 2009 at 1:08 PM, Hal Varian <hal@google.com> wrote:  
Hey, Penny, let's make sure that we are consistent in calling this "query share" rather than "market share". I think that we are pretty consistent, but let's keep an eye on others...

On Fri, Oct 9, 2009 at 12:06 PM, Marissa Mayer <marissa@google.com> wrote:  
In advance of the earnings call and board meeting, I wanted to get the latest market share analysis from Bing and CUP out. Here are the high points:

\* Bing seems to have lost momentum and is down almost 1 percentage based on our internal metrics (from 7.7% in August to 6.7% in September in terms of search pageviews). A few external sources have also agreed with this, though the more reliable and definitive of those external sources (Nielsen, Comscore) have not yet published their September numbers.

\* Google tends to have a strong academic following, so our proportional volume dips more than other search engines when school isn't in session. Thus, some of what seems to be our gain and Bing's loss of 1% could be due in part to school being back in session.

\* Our numbers paint the following picture of the landscape: Google 71%, Yahoo 17%, Bing 7%

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\* While Bing's \$100M marketing campaign has just ended, we know that Yahoo is about to begin one. As we saw with Bing, that volume of spend will get some results in terms of use and mindshare.

I've attached a slide that could be used as well as some of the raw graphs. Thanks to Penny Chu and Hal Varian's team for pulling this data together.

Marissa