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By:



Google's profits have increased with 600%

369.2 million USD for the first trimester

If anyone had any doubt about Google's supremacy on the search engine market, now everything has been clarified after the company announced the income for the first trimester of 2005. In three months, Google has obtained a profit of 369 million USD, compared to the 64 millions from last year. The first consequence of the announcement was the increase with 10.78 dollars of the stock value; in this moment, a Google stock is 215 dollars, which means double the value from last year. The income announced by Google doesn't include the sums transferred to the web sites displaying ads from the search engine and which amount to 794 million dollars, 64 million more than it had been initially estimated by analysts. The sums paid by the company to the sites displaying Google's ads amounted in this period to 462 millions, which means the total income for the first trimester of 2005 was 1.26 billion dollars. Google's income increase is a normal trend considering that more and more advertising agencies are focusing on the Internet than on newspapers and televisions, and analysts consider this migration will accelerate in the following period. Google's main competitor is still Yahoo, which also recorded a 55% increase for this period, amounting to incomes of 1.12 billion dollars. Even so, Google is still the indisputable leader of Internet searches and according to Nielsen/NetRatings, in March, 2.1 billion searches have been made on Google, 907.7 millions on Yahoo, and 592.1 millions on MSN.