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MSN Gains Valuable Points On The Search Engine Market

But Google and Yahoo still top the list

The money Microsoft has invested in MSN marketing are finally starting to show some results. According to a search engines study published by comScore Media Metrix, MSN had a 30% annual growth rate. To be more specific, it had its share of 744 million search "clicks" of the total of 4,8 billion in United States. In July, MSN had a 15% of the market, as Google still topped the list with 36,5%, followed closely by Yahoo with 30,5%. Anyway, the number of search "clicks" itself has increased by an annual rate of 22%. The remaining searches used AOL, Ask.com and InfoSpace engines. Another important aspect is the increase of toolbar searches. 11% of the total search number started directly on the toolbars, as opposed to a 8% last year. Yahoo Toolbar tops the list with 51%, representing an impressive number of 282 million toolbar searches.