

Microsoft tops Yahoo! in search in August: Nielsen

September 14 2010



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Microsoft's Bing, MSN and Windows Live had a 13.9 percent share of US search volume in August, up 0.25 percent from July, while [Yahoo!](#) had a 13.1 percent share of US Internet searches, down from 14.6 percent in July, Nielsen said.

[Google](#) continued to dominate the lucrative search and advertising market with a 65.1 percent of all Internet searches in August, Nielsen

said.

Year-over-year, Microsoft sites have increased their search share from 10.7 percent in August 2009 to 13.9 percent in August 2010 while Yahoo! has fallen from 16.0 percent a year ago to its current 13.1 percent, Nielsen said.

Google held steady at 65 percent.

IAC's Ask.com had a 2.1 percent share of Internet searches in August, according to Nielsen, while AOL had a 2.0 percent share.

ComScore has not yet released its search figures for August but the online tracking firm reported last month that Google had a 65.8 percent share of the US [search market](#) in July followed by Yahoo! with 17.1 percent and Microsoft sites with 11.0 percent.

Yahoo! and Microsoft forged a Web search and advertising partnership a year ago that set the stage for a joint offensive against Google.

Under the agreement, Yahoo! will use Microsoft's [search engine](#) on its own sites while providing the exclusive global sales force for premium advertisers.

[Microsoft](#) last month began handling all Yahoo! online searches in Canada and the United States and will eventually power Internet searches at Yahoo! websites worldwide.

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