

ne News Page

News Release

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Google has a fight on its hands with Bing

Microsoft's latest assault on the internet search market may well give Google its first serious challenge in years.

Launched earlier this week, Bing, Microsoft's new 'decision engine', has been generally favourably received by the public.

A survey of over 1,000 users of news headline portal www.onenewspage.com found Bing scoring strongly against Google's search engine.

In terms of general comments, users particularly liked Bing's simplicity and its interface.

They thought Bing also scored highly with the accuracy and presentation of search results and rated the simplicity of its interface, making Bing easy to use.

That said, respondents for the most part, were already happy searching the internet with Google.

Indeed, one major criticism of Bing from 55% of those surveyed was that Bing simply wasn't 'different enough to Google.'

But will Bing's arrival threaten Google, which has an estimated 60% share of the US search market, and 90% dominance in the UK? The One News Page results suggest it may well do.

For example, 55% of One News Page users said they could see themselves replace Google with Bing as their main search engine in the future.

And 58% were already worried that Google was becoming too dominant in the search market.

Sixty five per cent liked the Bing name and thought it was 'cool'.

Remarkably, 90% said they would be using the expression 'to Bing it' as a metaphor for conducting an internet search.

But the reception of Bing wasn't without quibbles. There was the slight disappointment that Bing lacked of anything really special or new.

When asked to judge on first impressions only, respondents were evenly divided. Fifty per cent said the site was 'great' and the other felt it was only 'OK'.

Dr Marc Pinter-Krainer, founder of One News Page, says

"Microsoft has a winner in Bing and in a couple of years it may well be a force to be reckoned with. Microsoft finds ways of entering late into mature markets and flexing its huge marketing muscles to grab substantial share. Remember the way it swatted Netscape aside after launching its own Internet Explorer web browser? My verdict is that Bing will give Google a good run for its money, and the resultant renewed competition in the search engine market can only be a good thing for the Internet."

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About One News Page:

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