Bing Network market share
Growing on a global scale.

Worldwide¹
- 9% Market share
- 12B Monthly searches

UNITED STATES²
- 33% Market share
- 5B Monthly searches
- 138M Unique searchers*¹

BRAZIL³
- 3% 224M

CANADA¹
- 16% 402M

Latin America³
- 5% Market share
- 776M Monthly searches
- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Peru
- Venezuela

Europe¹
- 9% Market share
- 3B Monthly searches
- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Ireland
- Italy
- Luxembourg
- Netherlands
- Norway
- Spain
- Sweden

Netherlands¹
- 9% 120M

AUSTRIA⁴
- 13% 24M

DENMARK³
- 8% 12M

FINLAND³
- 7% 18M

FRANCE¹
- 19% 738M

GERMANY¹
- 13% 504M

ITALY³
- 10% 212M

NETHERLANDS¹
- 9% 120M

UNITED KINGDOM¹
- 23% 884M

ASIA PACIFIC³
- 3% 2B

AUSTRALIA⁵
- 12% 189M

HONG KONG⁴
- 20% 91M

INDIA⁴
- 6% 222M

INDONESIA⁴
- 6% 67M

MALAYSIA⁴
- 7% 47M

NEW ZEALAND⁶
- 6% 38M

PHILIPPINES⁴
- 5% 59M

SINGAPORE⁴
- 8% 328M

TAIWAN⁴
- 26% 47M

VENEZUELA

1. comScore qSearch (custom), January 2017. Bing Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network. 2. comScore qSearch, Explicit Core Search (custom), January 2017. Bing Network includes Microsoft Sites Core Search Explicit, Yahoo Sites Core Search Explicit (searches powered by Bing) and AOL Inc. Core Search Explicit in the United States. 3. comScore qSearch (custom), December 2016. Bing Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network. 4. comScore qSearch (custom), November 2016. Bing Network includes Bing, Yahoo Search (searches powered by Bing), and AOL Search Network. 5. comScore qSearch (custom), January 2017. Bing Network includes Bing and AOL Search Network in Australia. 6. comScore qSearch (custom), November 2016. Bing Network includes Bing and AOL Search Network in New Zealand. *Metrics for “unique searchers” outside of the U.S. are not available at this time. A correction is in progress by comScore.

Bing Network. Be there.