

Windows Live Mobile Search

Delivering Relevance through Mobile Search:
Partnering for a better experience

Windows Live
Search for Mobile

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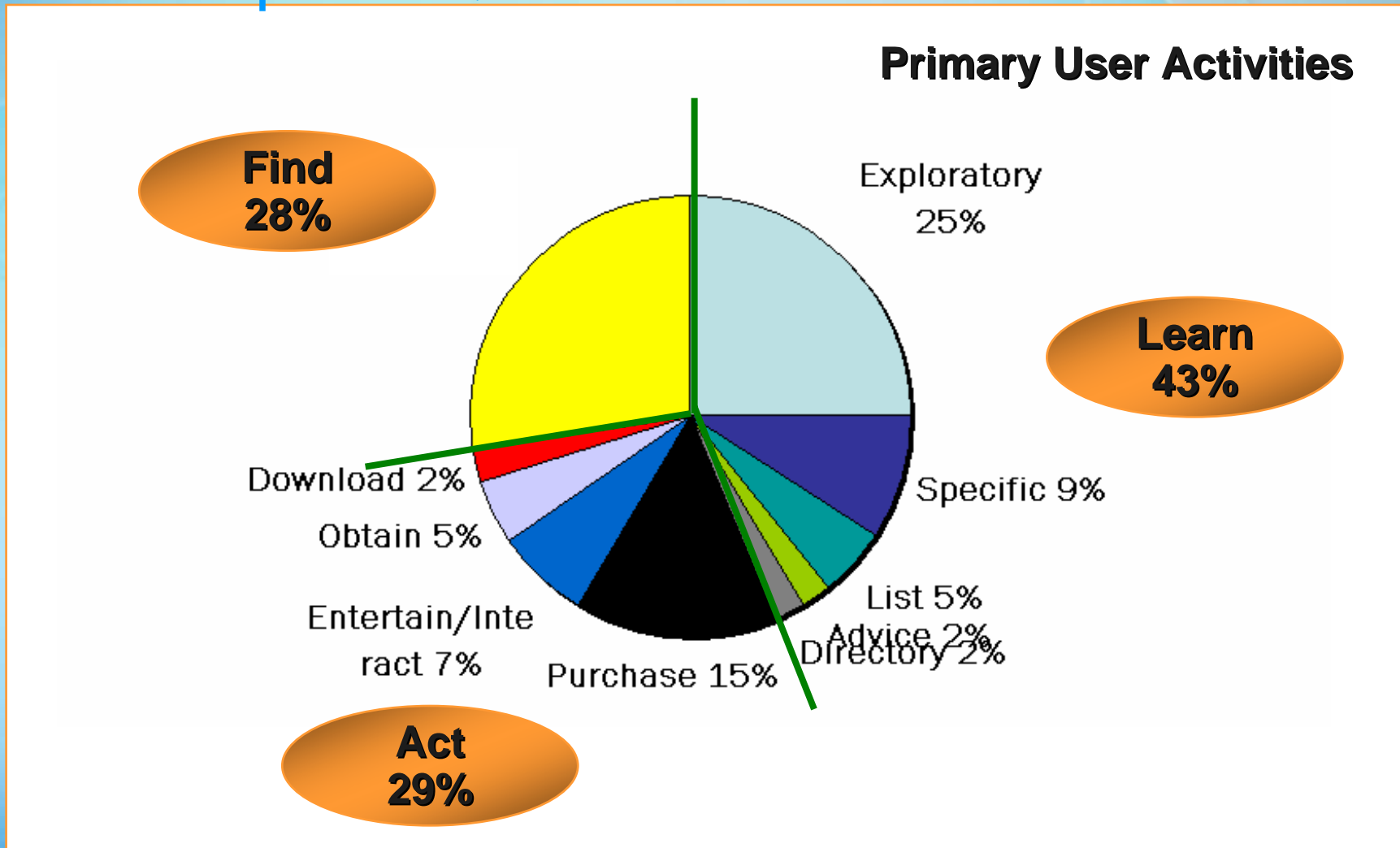
It's About Information & Answers

The Windows Live Approach

- Consumers understand Search best on the PC
 - The place to start on the web
 - Results ranked according to inferred and observed relevance
 - Long on results, short on answers
- Average search consists of 2.1 words
 - Hard to know the user's real question and intent
 - Clicks aid relevance through collaboration
- Our goal is to answer every question
 - New approaches to improve relevance
 - Extensive crawling and categorization to improve selection
 - Expand search domains
 - Collaborative solutions
 - Advertising that is relevant

Finding an Answer

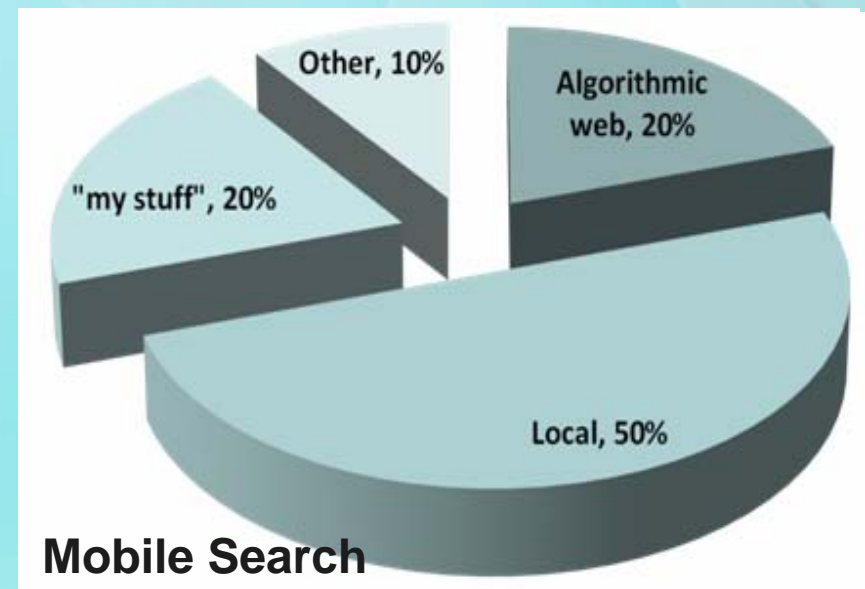
Most Popular Queries



New Places to Use Search

How Mobile Search Compares

- PC searchers
 - High algorithmic users
 - Top 1000 terms account for just over 5% of queries
- Mobile searchers
 - Concentrate on local
 - Remote access to “my stuff”
 - The top 1000 terms account for over 20% of queries
- A long tail in both



* Microsoft Consumer Interest Research

Delivering Mobile Search

What does this mean to search providers

- Always-on and within reach
- Limitations demand creative solutions
- Device features expose new capabilities
- Relevance is even more critical
- Personalization and community enhance the experience
- Mobile content remains scarce –
Adaptive rendering to bridge

Our bets

- Relevance
- Partners
- Content
 - Mobile, Web and Community
- Community Integration
 - Mobile devices are social and interactive

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