Rights and Responsibilities in Search and Search Advertising

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Agenda

• Advertisers’ rights: avoiding overpaying
• Sites’ rights: algorithmic search priority & bias
Avoiding overpaying

• The historic problem
The web’s only free, real-time streaming stock challenge.

✓ SIGN UP Wall Street Survivor™ NOW FOR THIS FREE CONTEST FOR A CHANCE TO WIN UP TO $50,000 DOLLARS!!!
✓ Test your trading strategies and you could win your share of!
✓ Over $20,000 in cash and prizes paid out monthly!
✓ Play to Win $250,000 - Fantasy Stock Trading Game

REGISTER

Wall Street Survivor™

Wall Street Survivor™ is a product of Stock-Trak Group, Inc. (OTCBB: STKG)

Wall Street Survivor™ is the Web’s best fantasy stock trading game and investment contest portal where players can manage their own fantasy stock portfolios and
GET / HTTP/1.1
Host: www.mytoursinfo.com

HTTP/1.1 200 OK ...
<html> ...
<script src="/js/counter.js" type="text/javascript"> ...
<script src="/js/stat.js" type="text/javascript"></script>
...

GET /js/stat.js HTTP/1.1 ...

HTTP/1.1 200 OK
document.write("<iframe width=0 height=0 src='http://www.pointtrip.com/florida_tour.html'>");
document.write("<iframe width=0 height=0 src='http://www.fluentcall.com/pdaPhones.html'>");
document.write("<iframe width=0 height=0 src='http://www.webhotshop.com/shopping.htm'>");
document.write("<iframe width=0 height=0 src='http://www.freebiespack.com/freebies_insider.htm'");
document.write("<iframe width=0 height=0 src='http://www.onlinemoneytrading.net/forex_trading.htm'");
Relationships

Advertisers

Ad-Flow, Burst, Icon, Rubiconproject, Tribalfusion, ValueClick, FastClick, Yahoo, Right Media

Ad networks

Pointtrip, Fluentcall, Webhotshop, Flafungame, Fitnessan

Ad loaders

Mytoursinfo

Traffic

Money

Traffic loader
Avoiding overpaying

- The historic problem
- Sponsored search to the rescue?
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www.saksfifthavenue.com

Shop Bloomingdales.com
Shop The Latest Designer Fashions at Bloomingdale's. Official Site.
www.Bloomingdales.com

Coupons & Promotion Codes
Save now with Discount Codes 20000+ Promo Codes at CouponAlbum
CouponAlbum.com

J.Crew - Official Site
Shop the Official Site for quality clothes for her, him, and kids.
www.jcrew.com

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www.piperlime.com/RachelZoe

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Google Blog Search - [ このページを訳す ]

YouTube Calendar Photos Documents Reader Sites Groups - even more » - Search settings

Sign in - Go to Blog Search Home - Advanced Blog Search - Preferences - Google Home -
About Google Blog Search Beta - Information for Blog Authors ...

blogs.search.google.com/ - キャッシュ - 類似ページ

Yahoo!ブログ - 無料で2GBの大容量のブログ(Blog)をはじめよう!

情報ブログサービス。容量制限。...無名...有名人。ランキング。カテゴリ。ランダムブログ。
夏を乗り切るレシピは、コレだっただけの喜びが続く今年の夏。...この喜びに負けないような、
みんなが楽しめているレシピを紹介してください。...blogs.yahoo.co.jp - ブックマーク: 4978件登録 - キャッシュ

blogs.comおもしろブログ記事のまとめサイト

面白いブログの記事や...「人と組織と」と、fukus blog」のブログ主である福井さんには、「毎月
の特集」との定例会議に参加しているとのことで、この会議の効果は絶大で、...fuku's blog...
jpblogs.com - ブックマーク: 24件登録 - キャッシュ

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Browse Blogs

Blogs, Bookmarks, Activities, Files, Wikis, Help ... | 松尾光太郎のBLOG - Yahoo!ブログ
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大変に読者数を積み重ねるの社会で、新規設立し強化した最も民主主義の研究者を推進します。
多様化を教え、民主主義は火の水を呑む。... http://blogs.yahoo.co.jp/kabu2kaiba/59441639.html ...
“Our ... philosophy: no manual intervention... The final ordering of the results is decided by our algorithms..., not manually by us. We believe that the subjective judgment of any individual is...subjective, and information distilled by our algorithms...is better than individual subjectivity."

“Don't be evil’ [means] providing our users unbiased access to information.”
“[When] we roll[ed] out Google Finance, we did put the Google link first. It seems only fair, right, we do all the work for the search page and all these other things, so we do put it first... That has actually been our policy, since then, because of Finance. So for Google Maps again, it's the first link.”

-Marissa Mayer, 2007

Vice President of Search Products and User Experience, Google
The Proposed Transaction
Between Google and Yahoo Japan
Concerns

• Biased results & less diversity of views
• Reduction in innovation in web search
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• Biased results & less diversity of views
• Reduction in innovation in web search
  – Will Google keep the latest features for itself?
    Then who will use Yahoo Japan? Then where does competition come from?
• Less competition in syndicated search
Sony製品 公式通販サイト
新商品、Web限定モデルも販売中。"長期保証"サービス付き！送料無料。
www.jp.sonystyle.com

SONY製品を買うなら当店で
あなたが性能を選んで購入できるカスタマイズ可能なVAIOも御承内
www.scs-uda.com/
Concerns

• Biased results & less diversity of views
• Reduction in innovation in web search
  – Will Google keep the latest features for itself? Then who will use Yahoo Japan? Then where does competition come from?
• Less competition in syndicated search
  – Foreshadows higher fees to Google and lower payments to publishers
• Data sharing → competition, privacy
  – G and YJ promise separation.
  – Is “trust us” good enough?
What to do?

• Talk to regulators & legislators.
  – LDP Internet Search Issue Research Caucus Interim Report
• Monitor your ad prices. Watch for increases.
• Monitor your algorithmic search positions. Watch for drops.
• Try to avoid depending on web search. Look for alternatives: display advertising, social networking, emails, affiliate marketing.