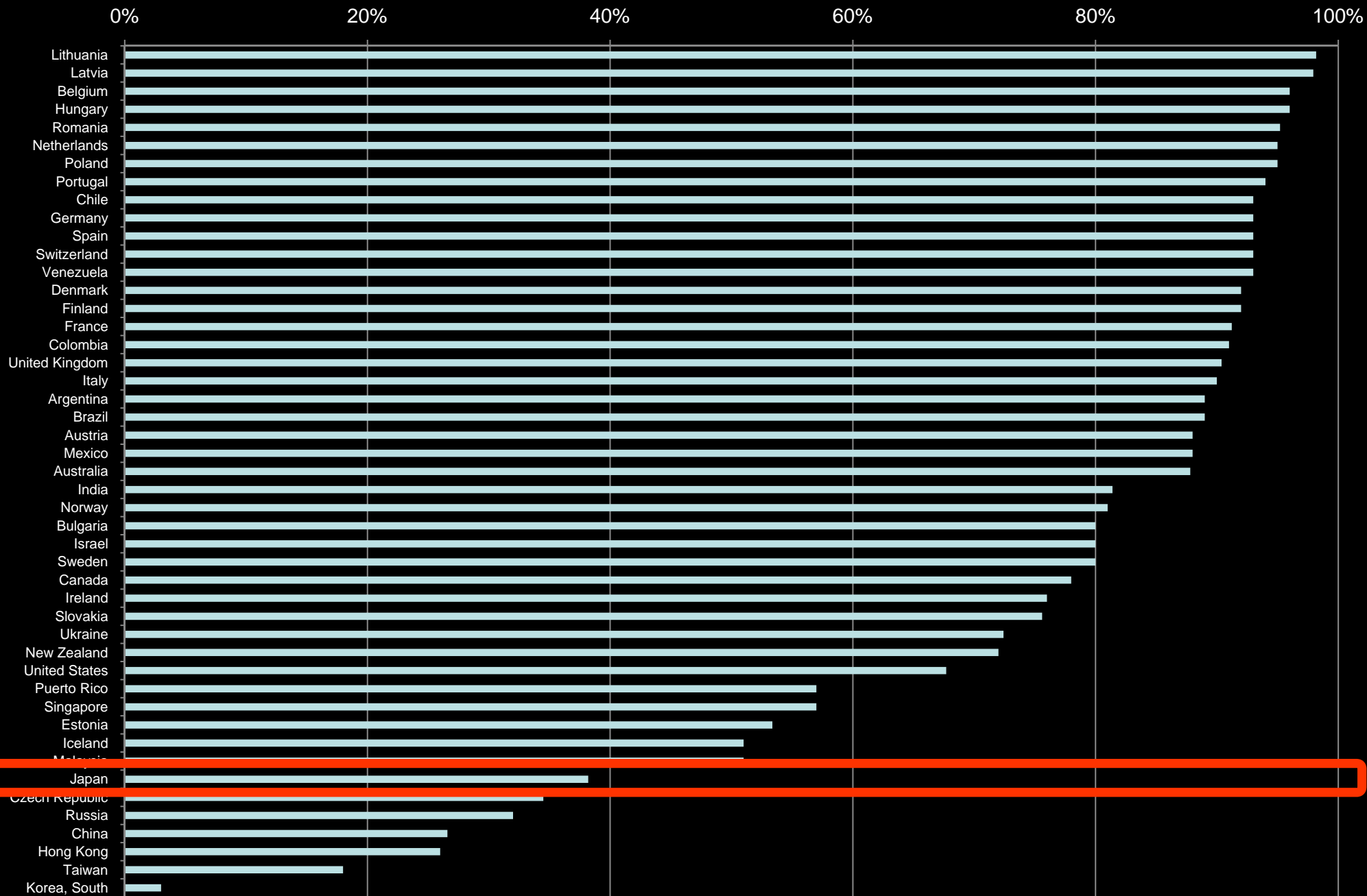


Rights and Responsibilities in Search and Search Advertising

Benjamin Edelman
Harvard Business School

December 7, 2010

Google Search Market Share




Agenda

- Advertisers' rights: avoiding overpaying
- Sites' rights: algorithmic search priority & bias

Avoiding overpaying

- The historic problem



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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/pda_phones.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.h...
```

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SWAROVSKI

Avoiding overpaying

- The historic problem
- Sponsored search to the rescue?

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Laptop - Wikipedia, the free encyclopedia

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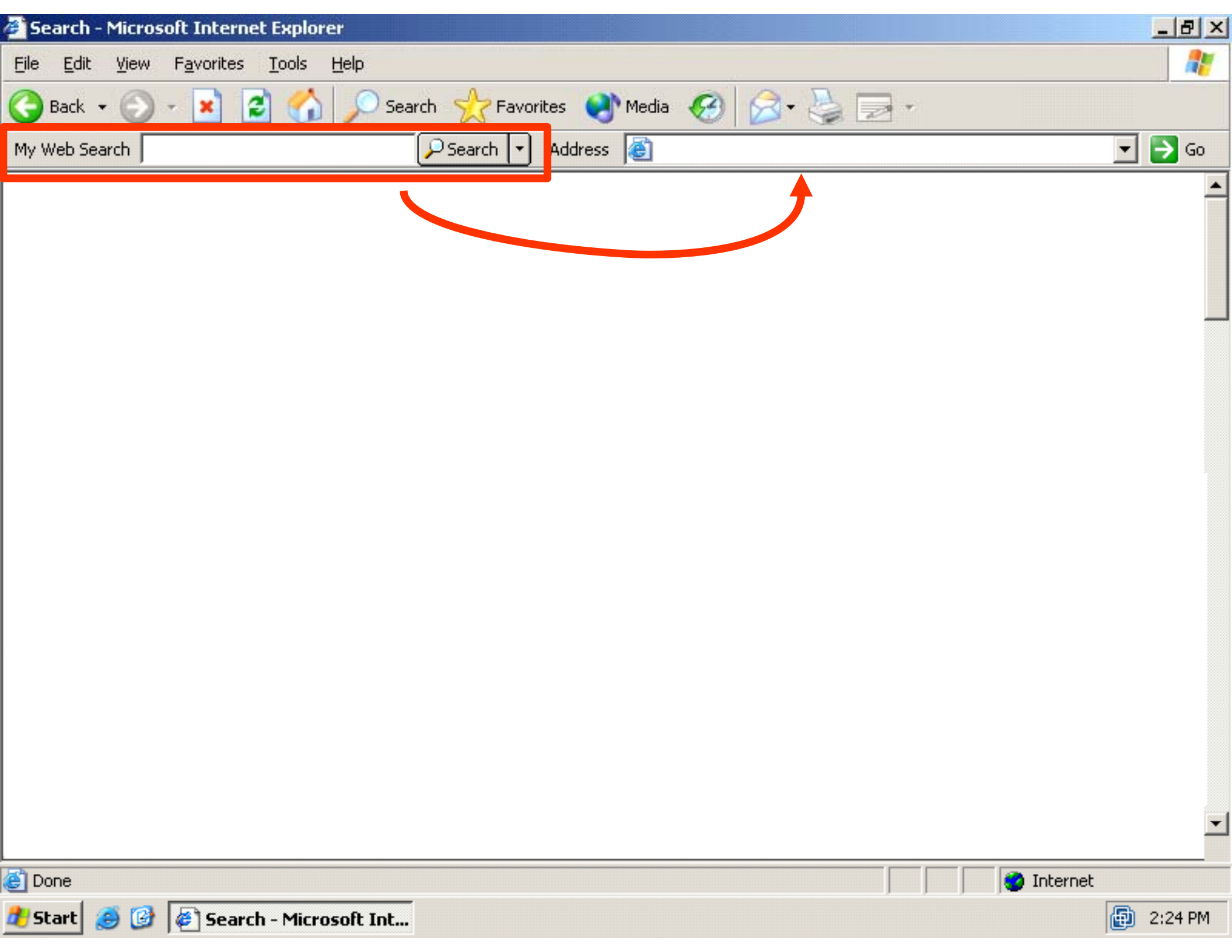
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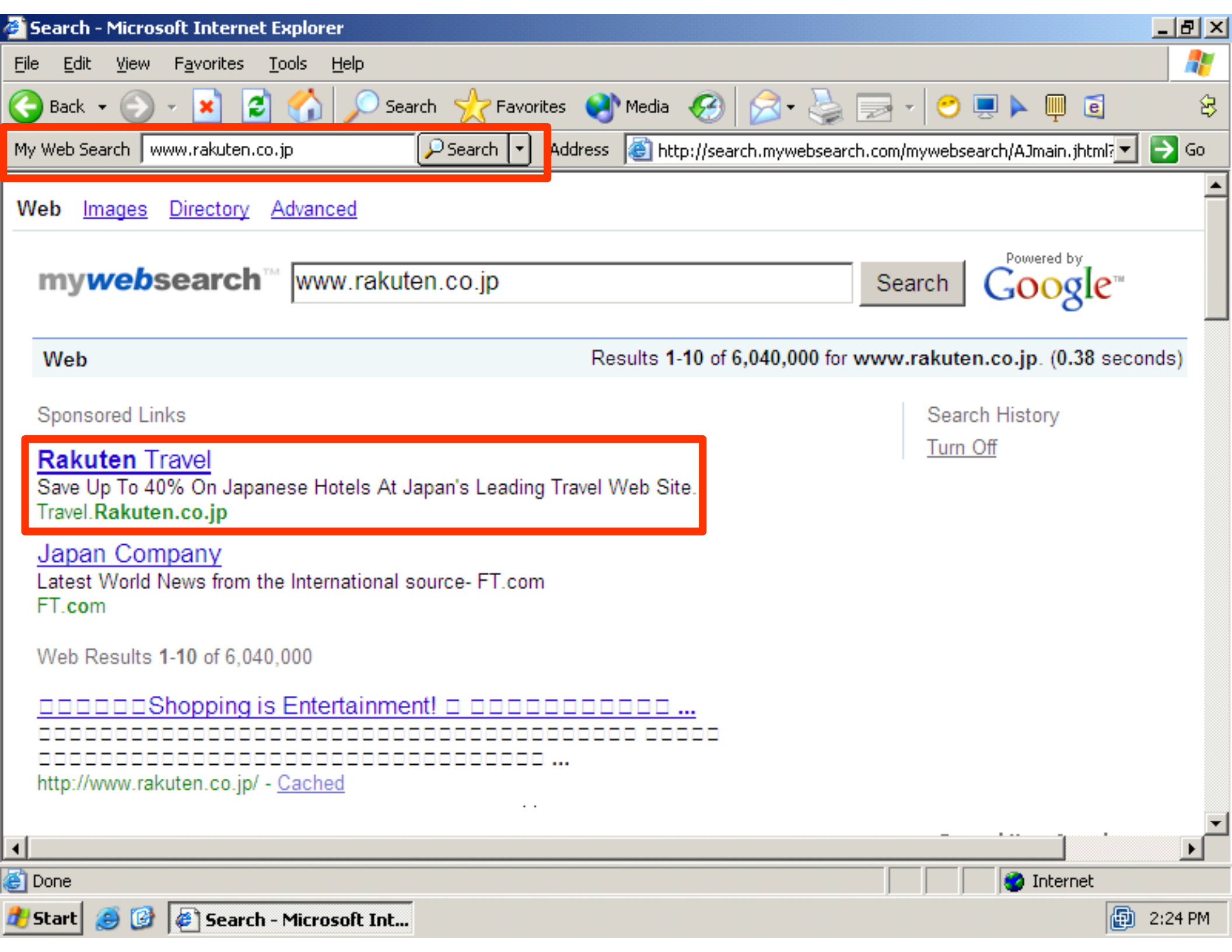
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Google AdWords Dispute Resolution^(AU)

10 Miscellaneous. The Agreement must be construed as if both parties jointly wrote it, governed by California law except for its conflicts of laws principles and adjudicated in Santa Clara County, California. ... Any notices to Google must be sent to Google Ireland Limited, AdWords Program, 1st & 2nd Floor, Gordon House, Barrow Street, Dublin 4, Ireland, with a copy to Legal Department, via confirmed facsimile, with a copy sent via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to Customer may be effected by sending email to the email address specified in Customer's account, or by posting a message to Customer's account interface, and is deemed received when sent (for email) or no more than 15 days after having been posted (for messages in Customer's account interface).

Agenda

- Advertisers' rights: avoiding overpaying
- Sites' rights: algorithmic search priority & bias




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4,380,064,614 results for **calendar**:



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[calendar: West's Encyclopedia of American Law \(Full Article\)](#)

calendar n. Any of various systems of reckoning time in which the basic divisions of a year are defined.

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[YUI 2: Calendar](#)

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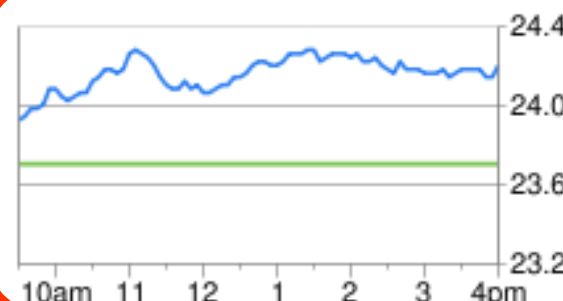
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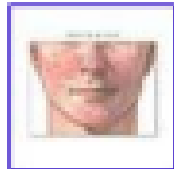
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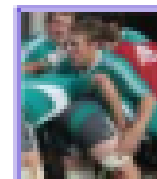
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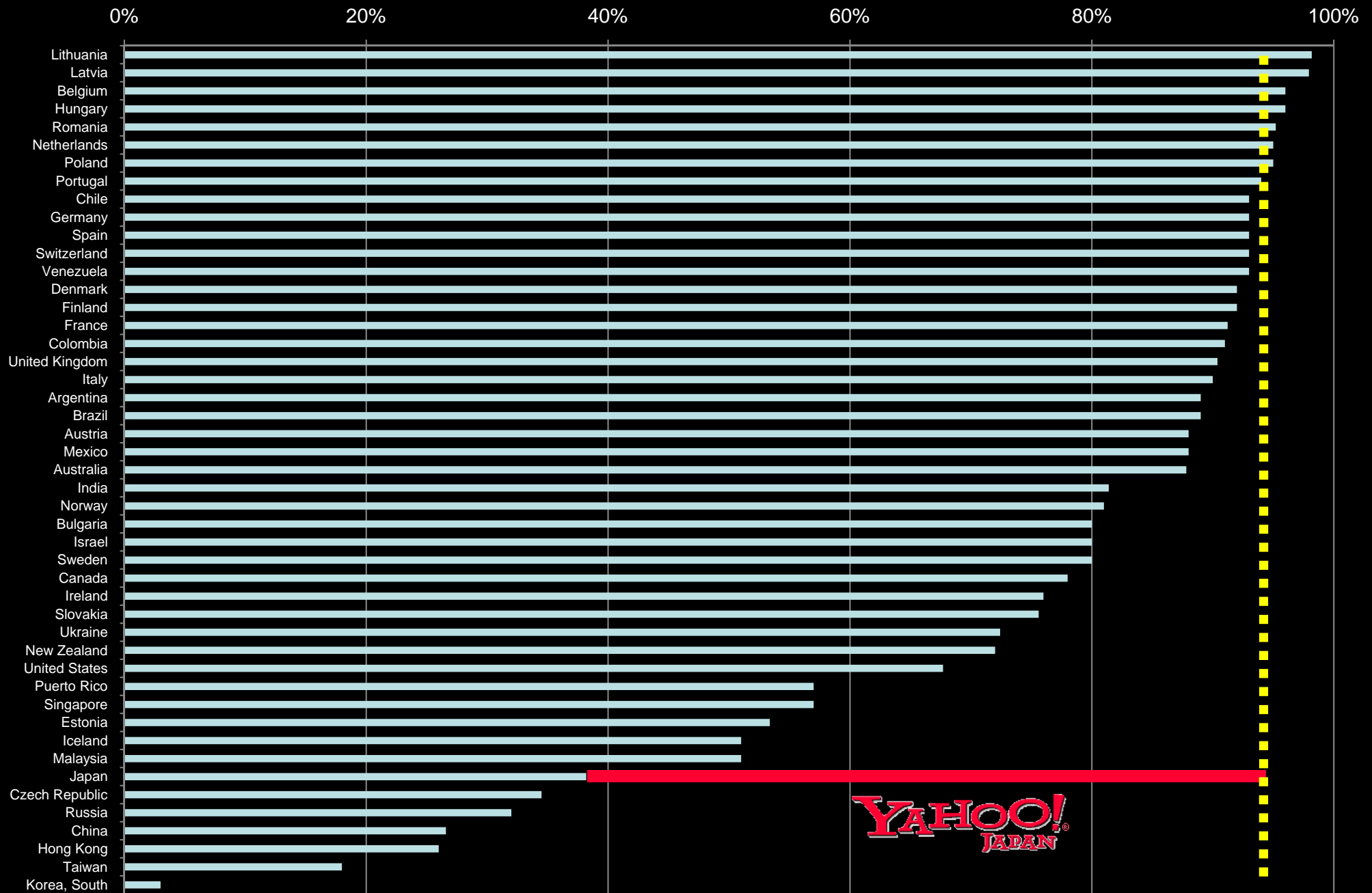
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The Proposed Transaction Between Google and Yahoo Japan

Google Search Market Share



Concerns

- Biased results & less diversity of views
- Reduction in innovation in web search



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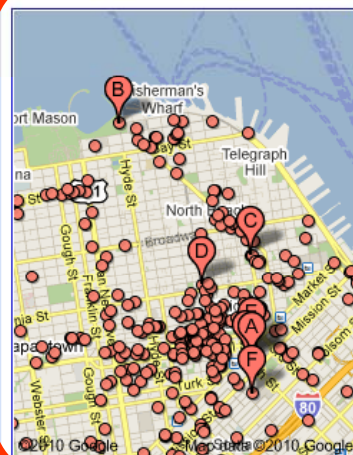
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Concerns

- 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

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www.scs-uda.com/

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- ・ [オーロラ](#)
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- ・ [スリガリ君](#)
- ・ [斉藤瞳](#)

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www.sony.co.jp/

ウェブ検索結果 (約 141,000 件中)

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Mapion

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.

www.benedelman.org