**Yahoo VS Microsoft Vs Google**

In 2007, Google have a dominant market position, to being the most popular Internet search engine, with a 56.5% share of the U.S. market and 75% share of the British market. Lagging behind were Yahoo with23.3% and Microsoft with 11.3%.

Both of the main rivals to Google have relaunched their products, adding new features. Microsoft’s live search offered a series of new features and improved the way in which it delivered answers to questions. Yahoo primarily changed the way in which searches are requested. Another rival, ASK.com, dramatically changed the way it looked earlier in the year, offering search suggestions and thumbnails of pictures of sites.

Around £2bn is spent each year on internet advertising. This means that online advertising now accounts for over 10% of Britain’s total advertising revenues. Advertising revenue is the principle source of income for businesses such as Google. Therefore Google’s dominance not only affects businesses like Microsoft and Yahoo, but also more conventional businesses that rely on advertising revenue.

***Questions:***

1. ***Using the market share figures for April 2007, and working on the assumption that online advertising revenue is £2bn, calculate the market share by value of Google, Yahoo and Ask.com***
2. ***List six other types of business that are reliant on advertising revenue for their existence.***
3. ***Compared to 2006, the advertising revenue online has increased by 41.2%. What was the increase by value?***

**Primark for Kids**

The childrenswear market in Britain is worth £4.5bn. Five years ago, Primark had a 2.8% market share. By 2006 this had risen to 5.4%, and in 2007 to 6.2%. This now places Primark fourth in terms of market share.

The clothing store NEXT is the number one market leader, with a current market share of 10.2%. ASDA is in second place with 8.5% and Tesco has third place with 7.8% market share. Interestingly, each of the top four increased their market share from 2006 to 2007 by at least 0.1%. Primarks’s growth has come at the expense of GAP and BHS. BHS’s market share has fallen from 3.2% to 2.9%. This now means that over £1 in every £3 spent is going to a value retailer like Primark, ASDA or Tesco.

***Questions:***

1. ***What is Primark’s share of the market worth in value terms?***
2. ***What is the market worth of Next, ASDA and Tesco in value terms?***