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Search Engine Power Struggle Map (Overseas)

Service	Primary Results	Sponsor Links 1	BackFills 2	PFP/PPC Service 3	Directory	Tweaked By 4
AllTheWeb 5	Fast	Overture		Fast		ODP
Altavista	Altavista	Overture		Altavista	LookSmart	
AOL	Google6	Google AdWords		Inktomi? Google Now	ODP	
AskJeeves	Teoma	Google 8		Teoma/AskJeeves		DirectHit / ODP
BTLookSmart	BTLookSmart	Espotting(?)	Google	BTLookSmart	BTLookSmart	
Espotting	Espotting	Espotting	Inktomi	Espotting		
Google	Google	Google AdWords			ODP	
HotBot	Inktomi	Overture		Inktomi	ODP	DirectHit
IWon	Inktomi	Overture		Inktomi	Looksmart	
LookSmart	Looksmart	LookSmart	Inktomi	LookSmart/Inktomi	LookSmart	
Lycos	Fast	Overture/Lycos		Fast	ODP	
MSN	LookSmart-Inktomi	Overture	Inktomi-LookSmart	Inktomi-LookSmart	LookSmart	DirectHit(?)
Netscape 7	Overture	Google 7	Overture	Google	ODP	
ODP-Dmoz.org	ODP					
Overture	Overture	Overture	Inktomi	Overture		
Teoma	Teoma	Overture 8		Teoma/AskJeeves	ODP	DirectHit / ODP
WiseNut	WiseNut	LookSmart			LookSmart(?)	Zeal
Yahoo	Yahoo	Overture	Google	Yahoo	Yahoo	Google
Voila.fr	Voila	Viola		Voila.fr	Voila.fr	
T-online.de	Fast	Overture		Fast	T-online.de	
Fireball.de	Altavista/ (own?)	Espotting			Fireball.de	
Virgilio.it	Google	Virgilio.it		Virgilio.it	Virgilio.it	

1 Sponsored targeted advertising links present on search results page.

2 Back fills are results that fill in the primary results. Usually placed at the bottom of search results after sold results.

3 PFP (Pay-For-Paformance), PPC (Pay-Per-Click) The model includes some type of sold results or database inclusion service.

4 Data from this entity influenced or was some how injected into search results.

5 AllTheWeb is Fast Search and Transfers showcase site.

6 According to wide spread news reports, Google will be the new provider of primary search results sometime in the next few months Jul-2002). Yes, they make it in Jun-2002. AOL DEAL (Aol adopted Google instead of Inktomi)

7 search.netscape.com is primarily powered by Google. However, on Netscape.com, the user is supplied a drop down with Google, AskJeeves, LookSmart, Lycos, Search.Netscape, and Overture options with Google as the default.

8 AskJeeves has completed a deal with Google to install Google AdWords on AskJeeves and Teoma as sponsored links.

Removed: Go.com, NorthernLight, Excite, and WebCrawler are now basic search affiliate sites of several search services (mainly Overture).

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