

Microsoft Bing

This article is about the search engine. For other uses, see [Bing](#).

Microsoft Bing

Bing logo as of October 2020

Type of site	Search Engine
Available in	40 languages
Owner	Microsoft
Created by	Microsoft
Revenue	Bing Ads
URL	www.bing.com
Commercial	Yes
Registration	Optional (Microsoft account)
Launched	June 3, 2009; 15 years ago
Current status	Active
Written in	ASP.NET ^[1]

Microsoft Bing (or **Bing**) is a [search engine](#). It used to be called *Windows Live Search* and *MSN Search*. Microsoft calls it a "decision engine",^[2] meaning that Bing tries to interpret search [queries](#) and give people better search results compared to a typical [search engine](#), helping the user make better decisions. Bing concentrates on four major areas: shopping, travel, local and health. A [preview version](#) was made available for everyone to use on June 1, 2009, and the website was fully launched on June 3, 2009.^[3] The website quickly became popular after a few weeks.^[4]

On July 29, 2009, [Microsoft](#) and [Yahoo!](#) announced that Bing would power [Yahoo! Search](#).^[5] All Yahoo! Search global customers and partners will be shifted to Bing by early 2012.^[6]

In October 2011, Microsoft announced "Tiger", a new internal search [computer program](#) for Bing. When it was finished, Bing delivered faster and more relevant search results for users. It has been incorporated into Bing since August 2011.^[7]

On February 7, 2023, Microsoft launched a preview version of its Bing search engine, which is powered by OpenAI's [artificial intelligence](#) model. The new version of Bing is called "the new Bing" and is customized for search. It includes a [chatbot](#) called [Microsoft Copilot](#).

Features

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Bing includes the listing of search suggestions as queries are entered. It lists related searches (called "Explore pane") based on^[8] semantic technology from [Powerset](#) that Microsoft purchased in 2008.^[9]

Every day, Bing.com displays a different picture that users can click on parts of to learn more about.^[10] These pictures can be about different places around the world, or nature, or even sometimes things in outer space.

Media features

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- Video thumbnail Preview where, by hovering over a video thumbnail, the video automatically starts playing
- Image search with continuous scrolling images results page that has adjustable settings for size, layout, color, style and people.^[11]
- Video search with adjustable setting for length, screen size, resolution and source

References

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3. [↑] "[Microsoft's New Search at Bing.com Helps People Make Better Decisions](#)". *Microsoft*.
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5. [↑] [Microsoft and Yahoo seal web deal](#).
6. [↑] "[When will the change happen? How long will the transition take?](#)", [help.yahoo.com](#), March 23, 2011
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8. [↑] "[Microsoft Bing rides open source to semantic search](#)". The Register. Retrieved 2010-01-01.
9. [↑] "[Microsoft to Acquire Powerset](#)". Bing. Archived from [the original](#) on 2009-12-28. Retrieved 2010-01-01.
10. [↑] "[OMG! UBUNTU!: Set Bing.Com's Background of the Day as Your Wallpaper \[Updated\]](#)". Archived from [the original](#) on 2010-01-14. Retrieved 2010-02-19.
11. [↑] [Limit Image Results to Color or Black and White Images Archived 2015-03-25 at the Wayback Machine](#).

Other websites

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- [Bing](#)
- [Bing for Mobile](#)
- [Discover Bing](#)
- [Decision Engine](#)
- [Bing Community](#)
- [Bing Webmaster Center](#)
- [Bing Developer Center](#)

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