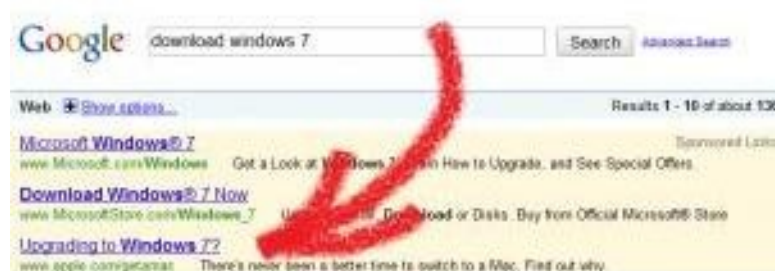


# Windows' Share of the Pie Shrinks Despite Windows 7

November 5, 2009

Seattle, WA ([RPRN](#)) 11/05/09 — Internet presence of Windows operating systems continues to shrink while Mac's continues to grow



A Net Applications report, released over the weekend, shows the Mac operating system's share grew by 2.73% last month,

despite the hyped release of Windows 7. In fact, Mac has shown consistent growth, now accounting for 5.26% of the market.

Windows, on the other hand, has not been faring as well, showing consistent losses. Windows 7, which now accounts for 3.67% of the market, has failed to capture some of the market share from Mac, as hoped. Instead, according to the report, Windows 7 is simply cannibalizing the shares of its earlier versions.

Meanwhile, Mac launched an overt online ad campaign, targeting potential Windows 7 customers, in an attempt to lure them away. Not the cheeky TV spot that we've come to know and love, but a Google AdWords campaign that goes for the jugular. First reported on [The Next Web](#), the ad appears in searches for 'Windows 7' and 'Windows 7 download', saying "There's never been a better time to switch to Mac".

The Net Applications study measures the internet presence of the operating systems, not sales revenue or unit sales, by sampling the browser data from

its clients' websites.

*Image credit: Screenshot of Mac Google AdWords Spot, courtesy of The Next Web.*

### **About the author:**

Andrea Archibald, a one-time fashion publicist in New York and Montreal, now acts as the Editor for RushPRnews.com. A breaking news reporter, she also covers fashion, lifestyle, and animal right issues for RushPRnews and Hollywood Today. As a longtime vegetarian and new vegan, she advocates living a gentle and compassionate life—a theme that runs under most of her stories.

For story ideas and comments, contact her at [AndreaA@rushprnews.com](mailto:AndreaA@rushprnews.com) or tweet her [@AndreaArchibald](https://twitter.com/AndreaArchibald).

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