

FAQ for Bing Search API: Windows Azure Marketplace

# Introduction

Here, you can find answers to frequently asked questions in the following categories:

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# Overview

**What is the Windows Azure Marketplace?**

The Bing Search API 2.0 is transitioning to an offering that's available in [Windows Azure Marketplace](https://datamarket.azure.com/) via subscription. Windows Azure Marketplace is a cloud-based data service that enables developers and information workers to find, acquire, and consume published data sets and web services. Users subscribe to data sets and web services of interest and can integrate the information into their own applications via standardized data services. They can analyze the data online by using the Service Explorer tool or by using a growing body of tools like PowerPivot in Microsoft Excel.

# Subscriptions and billing

**How can I decide which monthly subscription is right for me?**

You select one of the following product offerings based on the capabilities that you want.

|  |  |
| --- | --- |
| **Product offering** | **Capabilities** |
| [Bing Search API](https://datamarket.azure.com/dataset/5BA839F1-12CE-4CCE-BF57-A49D98D29A44) | Provides access to Bing web, image, video, news, and related search results, as well as spelling suggestions |
| [Bing Search API - Web Results Only](https://datamarket.azure.com/dataset/8818F55E-2FE5-4CE3-A617-0B8BA8419F65) | Provides access to Bing web results only |

After you select an offering, choose an offer variant that represents the number of queries per month that you want to subscribe to.

**How does billing work?**

After you select the offer variant that you want, you'll be asked to provide billing information, including a credit card number. For trial offers, the credit card will be used to convert the offer into a paid subscription after the trial period ends. If you don't want to convert to a paid offer, you can cancel your subscription before the trial period ends.

Windows Azure Marketplace will bill the specified amount to your credit card each month, for as long as the subscription is active.

**I don't want to pay by credit card or use Windows Azure Marketplace. Can I receive an invoice instead?**

No. Invoicing is not available as part of the Windows Azure Marketplace at this time.

**Where can I view the details of my subscription or change my subscription?**

You can view the details of your active subscription on the [My Account](https://datamarket.azure.com/register?redirect=%2faccount%2finfo) page in Windows Azure Marketplace. You can also use this page to upgrade or downgrade your subscription.

**Am I charged when I make a Bing API query and no results are returned?**

Yes. Windows Azure Marketplace records a transaction every time a request is sent. Even if a query returns no results, it counts toward your monthly quota.

**If I use less than my monthly quota, will my queries roll over?**

No, your queries won't roll over. Consider subscribing to a lower tier in the next month.

**What if I exceed my monthly quota?**

If you exceed your quota, Windows Azure Marketplace returns a 403 Forbidden error. You then have the option of upgrading to a higher tier of service.

**What should I do if I have trouble subscribing or if I have a billing question?**

Contact [Azure Support](https://datamarket.azure.com/support).

# Usage scenarios

**Can I generate revenue through my application if it's using the Bing Search API?**

Yes. We encourage Bing Search API developers to generate revenue through their applications, in accordance with the Bing Web Service API Terms of Use. You can find the Terms of Use on the **Publisher Offer Terms** tab in [Windows Azure Marketplace](https://datamarket.azure.com/).

**Can I redistribute the data from Bing Search API?**

See the Bing Web Service API Terms of Use on the **Publisher Offer Terms** tab in [Windows Azure Marketplace](https://datamarket.azure.com/).

**Can I mash up these results with other data types?**

See the Bing Web Service API Terms of Use on the **Publisher Offer Terms** tab in [Windows Azure Marketplace](https://datamarket.azure.com/).

# Query URLs

**What are the query URLs for the Bing API offerings?**

The query URLs have changed from <http://api.bing.net> in the Bing Search API 2.0 to the following in Windows Azure Marketplace. The one that you use depends on which product offering you've subscribed to.

|  |  |
| --- | --- |
| **Product offering** | **Query URL** |
| Bing Search API | <https://api.datamarket.azure.com/Bing/Search/> |
| Bing Search API - Web Results Only | <https://api.datamarket.azure.com/Bing/SearchWeb/> |

**How can I experiment with generating query URLs?**

The Service Explorer tool in Windows Azure Marketplace can help you experiment with the new Bing Search API and generate query URLs. You can access Service Explorer by using one of the following links, depending on which product offering you've subscribed to.

|  |  |
| --- | --- |
| **Product offering** | **Service Explorer link** |
| Bing Search API | <https://datamarket.azure.com/dataset/explore/5BA839F1-12CE-4CCE-BF57-A49D98D29A44> |
| Bing Search API - Web Results Only | <https://datamarket.azure.com/dataset/explore/8818F55E-2FE5-4CE3-A617-0B8BA8419F65> |

# Authentication

**Why don't I need to specify an application ID?**

The Bing Search API 2.0 used an application ID to authenticate a Bing Search API request. With Windows Azure Marketplace, you must obtain an account key instead. The account key replaces the application ID as the mode of authentication.

**Where do I get an account key?**

You can obtain your account key by using either of the following methods:

* Go to the [Account Keys](https://datamarket.azure.com/account/keys) page and add a new account key for your application. This is the recommended method because you can remove this account key if it becomes compromised.
* Go to the [Account Keys](https://datamarket.azure.com/account/keys) page and use the default account key.

# Schema

**Why were some of the properties removed?**

Some properties were removed because they were no longer needed. This list includes the **SearchResponse** element, the **SearchResponse/Query** element, and the immediate children of the source-type-specific containers like **web:Web** and **mms:Image**. For a detailed list that includes the reason for the removal of each property, see Migrating Bing Search API Applications [link](http://go.microsoft.com/fwlink/?LinkID=248077&clcid=0x409).

**What is OData?**

OData is the Open Data Protocol. The Bing Search API from Windows Azure Marketplace uses OData standards in the parameters of the query URL. For more information about OData, visit the [OData website](http://www.odata.org).

**Why do parameters need to be enclosed within special characters?**

Because string parameters will be used to generate a URL, they must be URL encoded. So instead of being enclosed in apostrophes ('), the string parameters are surrounded by the ASCII equivalent %27. For instance:

[https://api.datamarket.azure.com/Bing/SearchWeb/Web?Query=%27Xbox%27](https://api.datamarket.azure.com/Bing/SearchWeb/Web?Query=%27Xbox%27&Market=en-GB')

If the query text might contain non-alphanumeric characters, you should URL encode the entire string.

**How do I parse OData results?**

Adjust your response parsing logic to match the updated response format. You can use any of the growing list of client libraries across most key platforms. For more information, see the [OData Libraries](http://www.odata.org/libraries).

**What response protocols does Bing Search API support?**

Instead of having a different query URL for each response type (JSON versus XML), a special OData parameter is used. The following table lists the OData parameters.

| **Reserved parameter** | **Description** | **Equivalent in Bing Search API 2.0** | **Default value** | **Value range** | **Example** |
| --- | --- | --- | --- | --- | --- |
| *$top* | Specifies the number of results to return. | *&count=* | **Web**: 50  **Image**:50  **Video**: 50  **News**: 15 | **Web**: 1–50  **Image**: 1–50  **Video**: 1–50  **News**: 1–15 | <https://api.datamarket.azure.com/Bing/SearchWeb/Web?Query=%27Xbox%27&$top=10> |
| *$skip* | Specifies the offset requested for the starting point of results returned. | *&offset=* | **Web**: 0  **Image**: 0  **Video**: 0  **News**: 0 | **Web**: 0–1000  **Image**: 0–1000  **Video**: 0–1000  **News**: Between 0 and 1 less than the total number of results | <https://api.datamarket.azure.com/Bing/SearchWeb/Web?Query=%27Xbox%27&$top=10&$skip=20> |
| *$format* | Specifies the format of the OData response. Current options are Atom (for XML) or JSON. | Alternative formats were accomplished with different query URLs (for example, xml.aspx and json.aspx) | Atom | Not applicable | <https://api.datamarket.azure.com/Bing/SearchWeb/Web?Query='Xbox'&$top=10&$skip=20&$format=ATOM> |

**How do I alter the response format of the Bing API?**

Use the *$format* reserved parameter.

**Why are reserved parameters prefaced with a dollar sign?**

For the Bing Search API from Windows Azure Marketplace, the names of the count and offset parameters have been changed to comply with the OData standard, which includes the dollar sign ($).

**How do I compress my request over the wire?**

Bing API DataMarket supports HTTP compression to save on transfer data volume and delivery. To enable HTTP compression, add header “*Accept-Encoding: gzip*” to your HTTP request.

# Documentation

**Where can I learn more about Windows Azure Marketplace?**

For more information about Windows Azure Marketplace, see the [Windows Azure Marketplace page on MSDN](http://msdn.microsoft.com/en-us/library/windowsazure/gg315539.aspx) and the [Use the DataMarket page on MSDN](http://msdn.microsoft.com/en-us/library/ff717656.aspx).