For a brief shining moment, DirectX was more popular than another word that ends in x

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In the month after DirectX 3 was released, "directx" became the number one most-searched-for term on microsoft.com. That in itself wasn't too surprising. What was more surprising was the word in sixth place: "sex".

That puzzles me to this day. What kind of people search for "sex" on microsoft.com? And what were they expecting to find?

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