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WHO BENEFITS MOST FROM SEARCH?

Nielsen//NetRatings, the leading provider of Internet research, reveals the online sectors receiving the greatest number of visitors from the Top 10 search engines in the UK and the most likely destinations from each of the leading search engines. Furthermore, everyone knows Google is the biggest search engine but we reveal where Google visitors go once they've actually searched!

Top 10 sectors receiving visitors through search engines

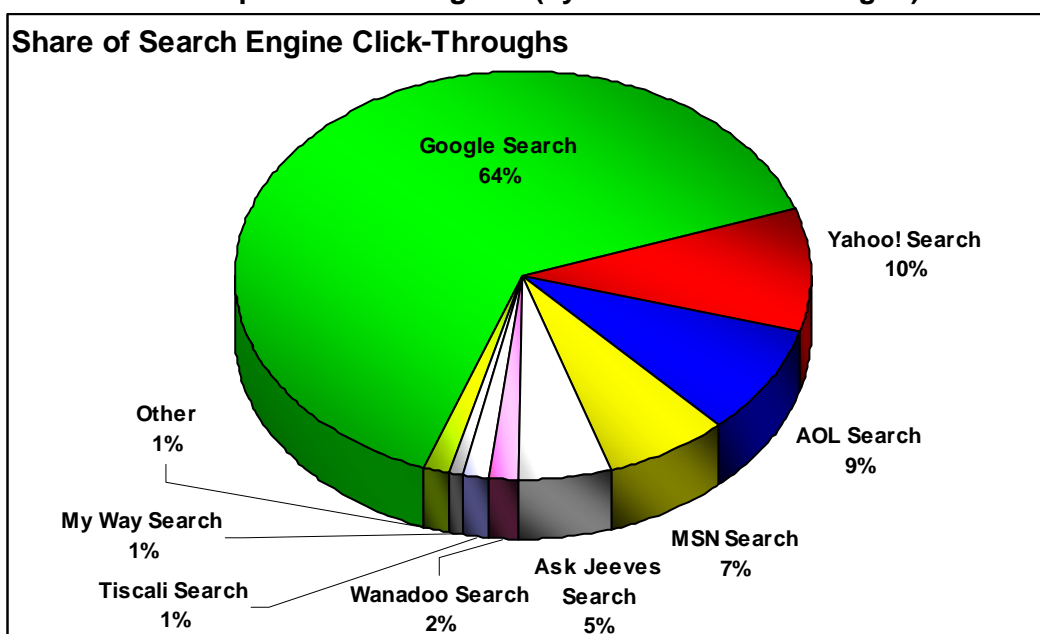
- Almost 23 million people in the UK visited a search engine in January 2006 = 84% of the Internet population!
- The UK Internet population clicks on over half a billion links on search engines every month (click-throughs)

Rank	Sector	Unique Audience clicking-through to sector (000's)	% of total search audience	Leading brand in sector (illustration only)
1	Mass Merchandiser	7,587	33%	Amazon
2	Shopping Directories & Guides	7,069	31%	Yahoo! Shopping
3	Government	7,049	31%	The NHS
4	Broadcast Media	6,805	30%	BBC
5	Universities	6,750	30%	Oxford University
6	Research Tools	6,277	28%	Wikipedia
7	Member Communities	6,263	28%	Friends Reunited
8	Directories/Local Guides	5,814	26%	Yell
9	Current Events & Global News	5,578	25%	BBC News
10	Multi-category Travel	5,526	24%	Expedia

E.g. In Jan 2006 7.6 million people clicked on a link in a Top 10 search engine to a mass merchandiser site. This represents 33% of all people visiting a Top 10 search engine. Source: Nielsen//NetRatings UK NetView, home & work data, excluding Internet applications, Jan 2006

- Overall, the retail sector received the greatest number of people clicking-through from search engines
- Mass merchandisers received the greatest number of people clicking-through, 7.6 million, which represents 33% of the search audience and 28% of the entire UK Internet population

The Top 10 Search Engines (by share of click-throughs)



Source: Nielsen//NetRatings MegaView Search, Jan 2006



The Top 10 Search Engines (by Unique Audience)

- o Google continues its dominance of the search market generating nearly two-thirds (64%) of all click-throughs and almost 19 million visitors each month - three times as many as nearest rivals Yahoo! and MSN Search

Rank	Search Engine	Unique Audience (000's)	% of UK Internet Population ('reach')	Most likely click-through destination
1	Google	18,768	68.6	Universities
2	Yahoo! Search	5,901	21.6	Shopping Directories & Guides
3	MSN Search	5,790	21.2	Broadcast Media
4	Ask.com	4,003	14.6	Shopping Directories & Guides
5	AOL Search	2,692	9.8	Shopping Directories & Guides
6	Wanadoo Search	1,545	5.7	Mass Merchandisers
7	My Web Search	1,043	3.8	Mass Merchandisers
8	Microsoft Search	814	3.0	Software Manufacturers
9	eWoss	677	2.5	Internet Tools/Web Services
10	Kellysearch	637	2.3	Mass Merchandisers

E.g. In Jan 2006 18.8 million people (69% of the UK Internet population) visited Google and their most likely click-through destination were University websites. Source: Nielsen//NetRatings UK NetView, home & work data, excluding Internet applications, Jan 2006

Alex Burmaster, European Internet Analyst at Nielsen//NetRatings says "Retail, government, broadcast media and universities are sectors particularly benefiting from search. The staggering percentage of people using search engines and clicking on links show how deeply ingrained the search experience is in today's Internet. For many search has become the lifeblood that flows through the Internet body.

Different sectors have been successful in terms of benefiting from or utilising the leading search brands. For example, universities are the most popular destinations for Google searchers whereas broadcast media sites are the most popular destination for MSN searchers. It shows that despite Google's overwhelming popularity there are other viable options. For example, if you provide a web service such as file-sharing or music software you've got a greater probability of driving visitors through a smaller search engine such as eWoss."

Top 10 destinations from Google

- o Universities and government sites received the greatest number of people clicking-through from Google

Rank	Sector	Unique Audience clicking-through to that sector (000's)	% of sector's total audience
1	Universities	5,622	62%
2	Government	5,420	54%
3	Mass Merchandiser	5,311	37%
4	Research Tools	5,242	62%
5	Broadcast Media	5,103	39%
6	Shopping Directories & Guides	5,084	52%
7	Member Communities	4,761	36%
8	Current Events & Global News	4,433	39%
9	Directories/Local Guides	4,302	52%
10	Special Interest News	4,243	54%

E.g. In Jan 2006 5.6 million people clicked on a link in Google to a university website = 62% of all people visiting a university website
Source: as above

"It is important not to forget that Google's phenomenal success has had implications and benefits for others far beyond Google itself. Take the university sector for example – Google drove over 5.6 million visitors to university websites in January alone, which represented 62% of the entire audience for that sector. This means that only the military sector (63%) owed a greater percentage of its entire audience to Google.

Many brands and sectors owe their successes to the search industry. As innovations in search technology increase, such as customised or local search, this reliance on search for visitors is likely to increase."



EDITOR'S NOTES

The audience click-through numbers refer to the Top 10 Search engines ONLY – however, the Top 10 do account for 99% of the entire search sector audience

Please source all information to Nielsen//NetRatings.

Please note that ACNielsen and Nielsen are both separate, unrelated companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use NetRatings

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About Nielsen//NetRatings

Nielsen//NetRatings is a global leader in Internet media and market research, providing companies with valuable insight into their businesses. Nielsen//NetRatings offers the industry's premier source of actionable Internet data and digital media research on Website usage, online advertising, consumer attitudes and competitive analysis.

For more information, please visit www.nielsen-netratings.com