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NetRatings, Inc.

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## DOUBLE-DIGIT GROWTH IN SEARCH SEEN BY AOL AND ASK JEEVES FROM Q1 TO Q2 2005, WHILE TOP SEARCH PLAYERS GOOGLE AND YAHOO! MAINTAIN CONSISTENT GROWTH, ACCORDING TO NIELSEN//NETRATINGS

*Newly Released June 2005 Search Share Data Reports Google at 47 Percent, Yahoo! at 22 Percent and MSN at 12 Percent; My Way Search Makes its Way into Top Five Rankings for the First Time*

**NEW YORK— July 21, 2005** – Nielsen//NetRatings, a global leader in Internet media and market research, reported today Q1 and Q2 search growth for the top five search engines. AOL and Ask Jeeves rose 15 and 16 percent, respectively, in the number of searches conducted, while Google and Yahoo! maintained single digit growth (see Table 1). Overall, search as a category saw a five percent increase in the number of searches conducted from Q1 to Q2 during 2005.

“While growth in searches was modest among the ‘Big Three’ search engines, the fourth and fifth biggest search engines, AOL and Ask Jeeves, grew three times as fast,” said Ken Cassar, director of strategic analysis, Nielsen//NetRatings. “While it’s far too early to say that Google needs to watch its back, a resurgent AOL makes the game a lot more interesting.”

**Table 1. Search Growth for Top 5 Search Engines, Q1-Q2 2005**

Search Engine	Q1 2005 Searches (000)	Q2 2005 Searches (000)	Percent Change
Google	5,737,097	6,088,343	6%
Yahoo!	2,576,473	2,798,123	9%
MSN	1,659,235	1,590,049	-4%
AOL	562,816	646,641	15%
Ask Jeeves	216,656	250,869	16%
<b>Overall Total</b>	<b>12,263,765</b>	<b>12,849,121</b>	<b>5%</b>

Source: Nielsen//NetRatings MegaView Search, July 2005

### June 2005 Search Share Data Released

The newly released June 2005 MegaView Search report ranks Google No. 1 with 47 percent of all searches conducted online, Yahoo! at 22 percent and MSN at 12 percent (see Table 2). AOL Search held five percent of all searches, and for the first time, My Way Search made its way into the top five rankings, garnering two percent of all searches.

“My Way’s unique anti-advertising value proposition resonates with a small, but growing market niche,” said Cassar. “As online publishers enjoy the growing demand for advertising inventory and continue to create more ad slots within a finite number of Web pages, this disaffected minority may become a force that the major players need to contend with.”

**Table 2. Top Search Engines by Share of Searches, June 2005 (U.S., Home & Work)**

Search Engine	Searches (000)	Share of Searches
Google Search	2,032,227	47%
Yahoo! Search	965,644	22%
MSN Search	540,687	12%
AOL Search	237,408	5%
My Way Search	78,821	2%

Source: Nielsen//NetRatings MegaView Search, July 2005



### Vertical Growth Drivers—Image Search on the Rise

Image search was the main vertical driving the growth experienced by four of the top five search engines during Q2 as compared to Q1. MSN saw the largest increase in its image searches with a 90 percent spike (see Table 3). AOL's image search soared 74 percent, Yahoo!'s rose 55 percent, and Google's jumped 12 percent. Ask Jeeves' growth was fueled mainly by its news searches, which increased 42 percent.

**Table 3. Main Drivers of Search Growth for Top 5 Search Engines, Q1-Q2 2005**

<b>Provider/Vertical</b>	<b>Q1 2005 Searches (000)</b>	<b>Q2 2005 Searches (000)</b>	<b>Percent Change</b>
MSN Image Search	9,305	17,694	90%
AOL Image Search	5,718	9,935	74%
Yahoo! Image Search	92,403	143,643	55%
Ask Jeeves News Search	450	637	42%
Google Image Search	482,629	541,843	12%

Source: Nielsen//NetRatings MegaView Search, July 2005

### About MegaView Search Service

MegaView Search service is based on the Nielsen//NetRatings' MegaPanel®, which provides search providers and Internet publishers with the most comprehensive intelligence to develop more efficient advertising opportunities by providing marketers insight into how consumers navigate through the Web. By combining these survey results with the actual surfing habits of the respondents, search providers and Internet publishers are able to better understand how consumers are searching online. MegaView Search was the second product introduced from MegaPanel®, an online syndicated suite of services that provides comprehensive Internet market research for key vertical industries including financial services, search, online retail, travel and local markets.

### About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT), a global leader in Internet media and market research, provides the Nielsen//NetRatings services, which set the global standard for Internet audience measurement and analysis, and is the industry's premier source for online media and market intelligence. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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