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ONLINE SEARCH HITS ALL-TIME HIGH OF 5.7 BILLION SEARCHES, RISING 39 PERCENT YEAR-OVER-YEAR IN JANUARY 2006, ACCORDING TO NIELSEN//NETRATINGS

Google Continues Lead with 48 Percent Share of Searches

NEW YORK– March 3, 2006 – Nielsen//NetRatings, a global leader in Internet media and market research, today reported that online search conducted across approximately 60 search engines in the U.S. rose 39 percent year-over-year in January 2006 from four billion searches to nearly 5.7 billion, the highest number of online searches to date (see Table 1).

Nielsen//NetRatings reported last month that online search in December 2005 rose 55 percent from a year ago to nearly 5.1 billion searches, corresponding to the aggressive growth in search marketing revenue during the same period.

Table 1. Total Online Searches, Jan 2005 vs. 2006 (U.S.)

Month	Online Searches (000)
January 2005	4,085,880
January 2006	5,699,528
Y-O-Y Growth	39%

Source: Nielsen//NetRatings MegaView Search, March 2006

From December 2005 to January 2006, the number of online searches jumped 12 percent, due to seasonal lowered searching during the holidays. The 5.7 billion searches conducted online in January 2006 marks the highest number of searches so far (see Table 2).

“Web users are conducting more searches not because they can’t find what they’re looking for, but because search as a utility has become deeply ingrained into people’s everyday lives,” said Ken Cassar, chief analyst, Nielsen//NetRatings.

Table 2. Online Searches, Jan 2005-Jan 2006, (U.S.)

Month	Searches (000)
Jan-05	4,085,880
Feb-05	3,824,261
Mar-05	4,353,624
Apr-05	4,211,931
May-05	4,311,035
Jun-05	4,447,406
Jul-05	4,604,161
Aug-05	5,047,101
Sep-05	5,060,883
Oct-05	5,134,713
Nov-05	5,105,761
Dec-05	5,069,377
Jan-06	5,699,528

Source: Nielsen//NetRatings MegaView Search, March 2006



The top three search engines' share of searches remained relatively flat year-over-year (see Table 3). Google Search and Yahoo! Search rose a point each, while MSN Search experienced a slight decline.

Table 3. Search Share Rankings (U.S.)

Search Engine	Jan-05 Search Share	Jan-06 Search Share	Change in Percentage Points
Google Search	47.1%	48.2%	1.1%
Yahoo! Search	21.2%	22.2%	0.9%
MSN Search	12.8%	11.0%	-1.8%

Source: Nielsen//NetRatings MegaView Search, March 2006

About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit www.nielsen-netratings.com.

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

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