



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES SEPTEMBER U.S. SEARCH SHARE RANKINGS

NEW YORK– October 19, 2007 – Nielsen Online reports September 2007 data for the Top U.S. Search Providers.

Top search providers, ranked by total searches. Searches represent the total number of queries conducted at the provider.

Table 1: Top 10 Search Providers for September 2007, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
1. Google Search	3,994,158	41.3%	54.0%
2. Yahoo! Search	1,443,244	9.3%	19.5%
3. MSN/Windows Live Search	890,685	71.5%	12.0%
4. AOL Search	444,493	24.0%	6.0%
5. Ask.com Search	158,969	4.5%	2.2%
6. My Web Search Search	61,911	N/A	0.8%
7. Comcast Search	38,926	N/A	0.5%
8. BellSouth Search	35,740	30.3%	0.5%
9. SBC Yellow Pages Search	29,424	42.6%	0.4%
10. My Way Search	26,750	-78.4%	0.4%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.0 billion search queries were conducted at Google Search, representing 54 percent of all search queries conducted during the given time period.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen/NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products



and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company:

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

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