



Nielsen Online

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## News Release

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### NIELSEN ONLINE ANNOUNCES APRIL U.S. SEARCH SHARE RANKINGS

**NEW YORK– May 19, 2008** – Nielsen Online reports April 2008 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 April 2008,  
Ranked by Searches (U.S.)**

Provider	Searches (000)	YOY Growth	Share of Searches
1. Google Search	5,109,444	35.4%	62.0%
2. Yahoo! Search	1,446,410	-3.4%	17.5%
3. MSN/Windows Live Search	796,038	30.0%	9.7%
4. AOL Search	352,039	-5.1%	4.3%
5. Ask.com Search	171,545	35.8%	2.1%
6. My Web Search	57,057	-16.0%	0.7%
7. Comcast Search	46,156	31.0%	0.6%
8. AT&T Worldnet Search	28,059	200.9%	0.3%
9. NexTag Search	21,996	25.4%	0.3%
10. My Way Search	16,742	-37.6%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 5.1 billion search queries were conducted at Google Search, representing 62 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](http://www.nielsen-online.com).

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The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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

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