



Nielsen Online

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## News Release

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### Nielsen Online Announces May U.S. Search Share Rankings

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

| Provider                   | Searches (000) | YOY Growth | Share of Searches |
|----------------------------|----------------|------------|-------------------|
| All Search                 | 7,849,553      | 9.5%       | 100.0%            |
| 1. Google Search           | 4,654,624      | 15.4%      | 59.3%             |
| 2. Yahoo! Search           | 1,328,667      | -13.8%     | 16.9%             |
| 3. MSN/Windows Live Search | 1,043,848      | 72.4%      | 13.3%             |
| 4. AOL Search              | 322,454        | -15.6%     | 4.1%              |
| 5. Ask.com Search          | 168,568        | 18.4%      | 2.1%              |
| 6. My Web Search           | 53,399         | -13.6%     | 0.7%              |
| 7. Comcast Search          | 41,968         | 20.2%      | 0.5%              |
| 8. AT&T Worldnet Search    | 26,216         | 181.6%     | 0.3%              |
| 9. NexTag Search           | 20,937         | 44.4%      | 0.3%              |
| 10. Dogpile.com Search     | 14,825         | -43.6%     | 0.2%              |

Source: Nielsen Online, MegaView Search

Example: An estimated 4.7 billion search queries were conducted at Google Search, representing 59 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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*Editor's Note: Please source all data to Nielsen Online.*

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