



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES JUNE U.S. SEARCH SHARE RANKINGS

NEW YORK– July 18, 2008 – Nielsen Online reports June 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 June 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	7,878,483	6.3%	100.0%
1. Google Search	4,650,982	19.0%	59.0%
2. Yahoo! Search	1,310,273	-12.4%	16.6%
3. MSN/Windows Live Search	1,108,976	12.5%	14.1%
4. AOL Search	335,436	-17.0%	4.3%
5. Ask.com Search	159,778	4.9%	2.0%
6. Comcast Search	37,577	23.3%	0.5%
7. My Web Search	35,630	-53.6%	0.5%
8. MapQuest Search	23,997	57.9%	0.3%
9. NexTag Search	21,744	10.4%	0.3%
10. AT&T Worldnet Search	21,222	106.5%	0.3%

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



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

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