



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES SEPTEMBER U.S. SEARCH SHARE RANKINGS

NEW YORK– October 27, 2008 – Nielsen Online reports September 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 September 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	8,089,226	9.4%	100.0%
Google Search	4,825,556	20.8%	59.7%
Yahoo! Search	1,464,478	1.5%	18.1%
MSN/Windows Live Search	953,504	7.1%	11.8%
AOL Search	335,187	-24.6%	4.1%
Ask.com Search	178,217	12.1%	2.2%
My Web Search	53,825	33.4%	0.7%
Comcast Search	51,935	-13.1%	0.6%
AT&T Worldnet Search	30,086	237.7%	0.4%
NexTag Search	17,775	-29.3%	0.2%
Dogpile.com Search	17,574	-5.3%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.8 billion search queries were conducted at Google Search, representing 59.7 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. Also, visit our blog at www.nielsen-online.com/blog.



About The Nielsen Company:

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

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