



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

News Release

Media Contacts:

Suzy Bausch (415) 617-0181
Michelle McGiboney (408) 941-2930
pr.us@nielsen.com

NIELSEN ONLINE ANNOUNCES OCTOBER U.S. SEARCH SHARE RANKINGS

NEW YORK– November 25, 2008 – Nielsen Online reports October 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 October 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Change	Share of Searches
All Search	7,775,913	-2.0%	100.0%
Google Search	4,755,493	8.1%	61.2%
Yahoo! Search	1,311,504	-12.0%	16.9%
MSN/Windows Live Search	885,567	-19.0%	11.4%
AOL Search	334,467	14.5%	4.3%
Ask.com Search	177,131	-22.9%	2.3%
My Web Search	60,336	-38.2%	0.8%
Comcast Search	40,246	-13.4%	0.5%
AT&T Worldnet Search	25,474	92.8%	0.3%
NexTag Search	16,599	-12.9%	0.2%
Dogpile.com Search	14,485	-30.5%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.8 billion search queries were conducted at Google Search, representing 61.2 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:

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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