



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES DECEMBER U.S. SEARCH SHARE RANKINGS

NEW YORK– January 14, 2009 – Nielsen Online reports December 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 December 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	8,623,705	19.6%	100.0%
Google Search	5,421,943	33.5%	62.9%
Yahoo! Search	1,448,140	13.7%	16.8%
MSN/Windows Live Search	841,457	-15.5%	9.8%
AOL Search	357,025	5.1%	4.1%
Ask.com Search	169,116	6.0%	2.0%
My Web Search	62,415	-11.6%	0.7%
Comcast Search	50,385	45.1%	0.6%
NexTag Search	29,219	0.7%	0.3%
AT&T Worldnet Search	27,176	8.0%	0.3%
BizRate Search	23,593	37.1%	0.3%

Source: Nielsen Online, MegaView Search

Example: An estimated 5.4 billion search queries were conducted at Google Search, representing 62.9 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



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