



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES JANUARY U.S. SEARCH SHARE RANKINGS

NEW YORK– February 11, 2009 – Nielsen Online reports January 2009 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 January 2009, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	9,461,583	27.5%	100.0%
Google Search	5,945,064	40.8%	62.8%
Yahoo! Search	1,528,779	8.7%	16.2%
MSN/Windows Live Search	1,057,677	18.3%	11.2%
AOL Search	381,769	8.9%	4.0%
Ask.com Search	181,205	1.0%	1.9%
My Web Search	66,649	-6.9%	0.7%
Comcast Search	50,311	25.8%	0.5%
Yellow Pages Search	25,392	NA*	0.3%
AT&T Worldnet Search	24,061	-2.0%	0.3%
NexTag Search	23,145	0.3%	0.2%

Source: Nielsen Online, MegaView Search

* A year-over-year comparison is not possible because of a definitional change to Yellow Pages Search.

Example: An estimated 5.9 billion search queries were conducted at Google Search, representing 62.8 percent of all search queries conducted during the given time period.

About Nielsen Online:

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