



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES FEBRUARY U.S. SEARCH SHARE RANKINGS

NEW YORK– March 10, 2009 – Nielsen Online reports February 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 February 2009, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	8,494,653	10.1%	100.0%
Google Search	5,394,190	19.2%	63.5%
Yahoo! Search	1,415,354	4.0%	16.7%
MSN/Windows Live Search	881,050	2.4%	10.4%
AOL Search	320,098	-19.9%	3.8%
Ask.com Search	162,226	-16.9%	1.9%
My Web Search	55,772	-21.6%	0.7%
Comcast Search	42,895	1.3%	0.5%
Yellow Pages Search	37,636	N/A*	0.4%
AT&T Worldnet Search	17,371	-27.6%	0.2%
Dogpile.com Search	15,880	-28.9%	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 5.4 billion search queries were conducted at Google Search, representing 63.5 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.