



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES MARCH U.S. SEARCH SHARE RANKINGS

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

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	9,522,853	16.7%	100.0%
Google Search	6,113,906	27.6%	64.2%
Yahoo! Search	1,505,426	1.7%	15.8%
MSN/Windows Live Search	982,661	0.3%	10.3%
AOL Search	356,569	6.6%	3.7%
Ask.com Search	197,957	-0.7%	2.1%
My Web Search Search	59,597	-15.1%	0.6%
Comcast Search	57,605	30.2%	0.6%
Yellow Pages Search	37,295	N/A*	0.4%
NexTag Search	22,432	-23.7%	0.2%
Dogpile.com Search	19,461	0.7%	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 6.1 billion search queries were conducted at Google Search, representing 64.2 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.