



Media Contacts:
Michelle McGiboney
pr.us@nielsen.com

Total Searches Increase 4.4 Percent Year-Over-Year in April 2009, According to Nielsen Online

Google Search was the No. 1 search provider when ranked by total searches in April 2009, with 5.5 billion total searches; representing 64 percent of all search queries conducted during the month (see Table 1).

Table 1: Top 10 Search Providers for April 2009, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	8,608,488	4.4%	100.0%
Google Search	5,510,366	7.8%	64.0%
Yahoo! Search	1,406,416	-2.8%	16.3%
MSN/Windows Live Search	852,998	7.2%	9.9%
AOL Search	321,205	-8.8%	3.7%
Ask.com Search	181,617	5.9%	2.1%
My Web Search	59,110	3.6%	0.7%
Comcast Search	45,338	-1.8%	0.5%
Yellow Pages Search	37,160	N/A*	0.4%
NexTag Search	22,845	3.9%	0.3%
Dogpile.com Search	17,010	3.1%	0.2%

Source: Nielsen MegaView Search

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

Microsoft Turns Searches into Cash

With a 615 percent increase in visitors, MSN/Windows Live Shopping Search was the fastest growing shopping search provider in April 2009, due in part to the popularity of its Cashback program. MSN/Windows Live has also performed well in translating searchers into customers, driving 12 percent of dollars to major e-commerce sites. To learn more about this search space, visit [The Nielsen Wire](#).