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News Release

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NIELSEN ANNOUNCES MAY U.S. SEARCH SHARE RANKINGS, WITH TOTAL SEARCHES INCREASING 20 PERCENT YEAR-OVER-YEAR

Nielsen Also Provides Top Parent Companies/Divisions and Top Web Brands for May

NEW YORK– June 16, 2009 – Nielsen reports May 2009 data for the Top U.S. Search Providers. Total U.S. searches increased 20.3 percent year-over-year, from 7.8 billion in May 2008 to 9.4 billion in May 2009 (see Table 1).

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

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	9,440,467	20.3%	100.0%
Google Search	5,968,840	28.2%	63.2%
Yahoo! Search	1,625,253	22.3%	17.2%
MSN/Windows Live Search	891,502	-14.6%	9.4%
AOL Search	364,784	13.1%	3.9%
Ask.com Search	205,438	21.9%	2.2%
My Web Search	77,283	44.7%	0.8%
Comcast Search	55,853	33.1%	0.6%
Yellow Pages Search	33,141	N/A*	0.4%
NexTag Search	27,189	29.9%	0.3%
AT&T Worldnet Search	17,719	-32.4%	0.2%

Source: Nielsen MegaView Search

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

Searches represent the total number of queries conducted at the provider. Example: An estimated 6.0 billion search queries were conducted at Google Search, representing 63.2 percent of all search queries conducted during the given time period.

Table 2: Top 10 Parent Companies/Divisions for May 2009 (U.S., Home and Work)

Parent	Unique Audience (000)	Time Per Person (hh:mm:ss)
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1. Google	137,915	1:52:04
2. Microsoft	126,851	2:23:30
3. Yahoo!	120,440	3:13:57
4. AOL LLC	85,148	3:37:50
5. News Corp. Online	79,657	1:10:25
6. Facebook	75,444	3:12:13
7. InterActiveCorp	65,478	0:19:00
8. eBay	64,209	1:33:34
9. Amazon	58,706	0:23:57
10. Wikimedia Foundation	57,234	0:20:11

Source: Nielsen NetView

Example: The data indicates that 57.2 million home and work Internet users visited at least one of the Wikimedia Foundation-owned sites or launched a Wikimedia Foundation-owned application during the month, and each person spent, on average, a total of 20 minutes and 11 seconds at one or more of their sites or applications.

The parent level is defined as a consolidation of multiple domains and URLs owned by a single company or division. The brand level is defined as a consolidation of multiple domains and URLs that has a consistent collection of branded content.

Table 3: Top 10 Web Brands for May 2009 (U.S., Home and Work)

Brand	Unique Audience (000)	Time Per Person (hh:mm:ss)
1. Google	131,257	1:17:04
2. Yahoo!	118,949	3:14:28
3. MSN/Windows Live	101,496	2:20:14
4. Microsoft	98,227	0:39:55
5. AOL Media Network	85,148	3:37:50
6. YouTube	80,823	0:54:48
7. Facebook	75,444	3:12:13
8. Fox Interactive Media	66,194	1:13:55
9. Wikipedia	57,144	0:20:04
10. Apple	55,716	1:14:24

Source: Nielsen NetView

Table 4: Average U.S. Internet Usage, Combined Home & Work, Month of May 2009

Sessions/Visits per Person	59
Domains Visited per Person	104
Web Pages per Person	2,352
Duration of a Web Page Viewed	0:00:56
PC Time per Person	67:39:05
Active Digital Media Universe	168,670,941
Current Digital Media Universe Estimate	230,530,606

Source: Nielsen NetView

About Nielsen:

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business



decisions about their digital and mobile strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog
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