



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES NOVEMBER U.S. SEARCH SHARE RANKINGS

NEW YORK– January 5, 2009 – Nielsen Online reports November 2008 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 November 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	8,075,564	9.6%	100.0%
Google Search	5,177,158	21.7%	64.1%
Yahoo! Search	1,299,306	-1.4%	16.1%
MSN/Windows Live Search	733,460	-16.7%	9.1%
AOL Search	344,465	3.6%	4.3%
Ask.com Search	184,059	-6.0%	2.3%
My Web Search	71,113	-18.3%	0.9%
Comcast Search	40,645	3.5%	0.5%
AT&T Worldnet Search	25,351	-13.3%	0.3%
NexTag Search	22,308	-19.5%	0.3%
Dogpile.com Search	17,121	-6.5%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 5.2 billion search queries were conducted at Google Search, representing 64.1 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 and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog.



About The Nielsen Company:

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