

For Immediate Release:  
NetRatings, Inc.

Tracy Yen (408) 941-2932  
Suzy Bausch (408) 941-2965

## VOLUME OF SEARCH QUERIES JUMPS 15 PERCENT IN PAST FIVE MONTHS, DRIVEN BY THE 'BIG THREE' SEARCH ENGINES, ACCORDING TO NIELSEN//NETRATINGS

*Image Search Requests Skyrockets 37 Percent, Followed by Double-Digit Growth of Local, General Web and News Search Queries*

**NEW YORK– December 13, 2005** – Nielsen//NetRatings, a global leader in Internet media and market research, reported today that the volume of Internet search queries grew to more than 5.1 billion in October 2005, up 15 percent from five months ago (see Table 1). Ask Jeeves led as the fastest growing search player out of the top five search engines, skyrocketing 77 percent in search volume, while Google maintained its leader position with the largest market share of nearly half of all searches, or 48 percent, by generating 2.4 billion requests.

The top four search players, Google, Yahoo!, MSN and AOL have maintained the same rankings in the past five months with little to no change in market share. Ask Jeeves leapt into the top five spot, garnering a 2.1 percent market share in August, edging out My Way Search, and has maintained its top five position in subsequent months. In October, Ask Jeeves held a search market share of 2.6 percent.

“Search volume continues to increase and is generated consistently among the ‘Big Three’, growing their collective market share,” said Ken Cassar, director of strategic analysis, Nielsen//NetRatings. “Google, in particular, continues to find itself in an enviable position, enjoying dominant market share and very strong growth.”

**Table 1. Top 5 Search Engines and Latest Share of Searches, June & October 2005**

Provider	Jun-05 Searches (000)	Oct-05 Searches (000)	June to Oct. Growth	Oct-05 Share of Searches
Total	4,447,406	5,134,713	15%	--
Google	2,032,222	2,449,396	21%	47.7%
Yahoo!	965,642	1,118,429	16%	21.8%
MSN	540,686	582,702	8%	11.3%
AOL	358,667	368,130	3%	7.2%
Ask Jeeves	75,808	133,932	77%	2.6%

Source: Nielsen//NetRatings MegaView Search, December 2005

### Picture It – Image Queries Take the Lead in Growing Up

Image is the fastest growing vertical among the search requests across all search engines. While general Web searching continues to capture the largest search activity, requests for images shot up to 328 million queries in October, up 36.6 percent from five months prior (see Table 2). Local, Web and News searches strong growth as well, garnering increases of 19.2 percent, 14.2 percent and 12.7 percent, respectively,

Cassar continued, “As the search market continues to mature, consumers’ relationships with the major search engines have only grown deeper. Natural selection is alive and well on the Internet.”

**Table 2. Breakdown of Search by Vertical, June & October 2005**

Search Verticals	Jun-05 Searches (000)	Oct-05 Searches (000)	June to Oct. Growth
Image	240,393	328,275	36.6%



Local	148,907	177,494	19.2%
Web	3,951,107	4,511,808	14.2%
News	31,706	35,721	12.7%
Shopping	70,351	77,270	9.8%

Source: Nielsen//NetRatings MegaView Search, December 2005

### About MegaView Search Service

MegaView Search service is based on the Nielsen//NetRatings' MegaPanel®, which provides search providers and Internet publishers with the most comprehensive intelligence to develop efficient advertising opportunities by providing marketers insight into how consumers navigate through the Web. By combining these survey results with the actual surfing habits of the respondents, search providers and Internet publishers are able to better understand how consumers are searching online. MegaView Search was the second product introduced from MegaPanel, an online syndicated suite of services that provides comprehensive Internet market research for key vertical industries including financial services, search, online retail, travel and local markets.

### About Nielsen//NetRatings

NetRatings, Inc. (Nasdaq: NTRT) delivers leading Internet media and market research solutions, marketed globally under the Nielsen//NetRatings brand. With high quality, technology-driven products and services, Nielsen//NetRatings is the global standard for Internet audience measurement and premier source for online advertising intelligence, enabling clients to make informed business decisions regarding their Internet and digital strategies. The Nielsen//NetRatings portfolio includes panel-based and site-centric Internet audience measurement services, online advertising intelligence, user lifestyle and demographic data, e-commerce and transaction metrics, and custom data, research and analysis. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

###