



Nielsen Online

The Nielsen Company  
770 Broadway, New York, NY 10003  
www.nielsen-online.com

## News Release

Media Contacts:  
Suzy Bausch  
(408) 941-2965

Michelle McGiboney  
(408) 941-2930

### NIELSEN ONLINE ANNOUNCES DECEMBER U.S. SEARCH SHARE RANKINGS

**NEW YORK– January 18, 2008** – Nielsen Online reports December 2007 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 December 2007  
Ranked by Searches (U.S.)**

Provider	Searches (000)	Share of Searches	Searches per Searcher
1. Google Search	4,062,536	56.3%	37.9
2. Yahoo! Search	1,273,688	17.7%	22.4
3. MSN/Windows Live Search	995,899	13.8%	31.7
4. AOL Search	339,761	4.7%	15.2
5. Ask.com Search	159,529	2.2%	10.0
6. My Web Search	70,630	1.0%	10.4
7. Comcast Search	34,715	0.5%	10.1
8. NexTag Search	29,019	0.4%	2.9
9. AT&T Worldnet Search	25,159	0.3%	9.1
10. BizRate Search	17,205	0.2%	2.8

Source: Nielsen Online, MegaView Search

Example: An estimated 4.1 billion search queries were conducted at Google Search, representing 56 percent of all search queries conducted during the given time period.

Note: Effective with October 2007 reporting, Nielsen Online has made several enhancements to its MegaPanel service. These enhancements include more granular reporting, increased accuracy, an expanded Internet universe and more advanced tracking.



Because of these methodology changes, previous results from MegaPanel-based products, including MegaView Search and MegaView Online Retail, cannot be trended with current results. While we regret that trending data is not presently available, we believe these product enhancements will provide the highest quality data possible to our clients and the marketplace.

***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](http://www.nielsen-online.com).

***About The Nielsen Company:***

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), trade shows and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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

###