



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES JULY U.S. SEARCH SHARE RANKINGS

NEW YORK– August 19, 2008 – Nielsen Online reports July 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 July 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search	7,996,956	3%	100.0%
1. Google Search	4,812,974	16%	60.2%
2. Yahoo! Search	1,393,723	-11%	17.4%
3. MSN/Windows Live Search	951,882	-10%	11.9%
4. AOL Search	369,611	-9%	4.6%
5. Ask.com Search	162,337	13%	2.0%
6. Comcast Search	45,511	22%	0.6%
7. My Web Search	43,085	-38%	0.5%
8. AT&T Worldnet Search	33,128	210%	0.4%
9. NexTag Search	21,218	5%	0.3%
10. Dogpile.com Search	17,270	-33%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.8 billion search queries were conducted at Google Search, representing 60 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



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

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