



Nielsen Online

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News Release

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NIELSEN ONLINE ANNOUNCES AUGUST U.S. SEARCH SHARE RANKINGS

NEW YORK– September 22, 2008 – Nielsen Online reports August 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 August 2008, Ranked by Searches (U.S.)

Provider	Searches (000)	YOY Growth	Share of Searches
All Search Providers	7,222,826	-7.7%	100.0%
Google Search	4,331,153	3.1%	60.0%
Yahoo! Search	1,304,889	-16.5%	18.1%
MSN/Windows Live Search	770,592	-23.8%	10.7%
AOL Search	376,331	-13.5%	5.2%
Ask.com Search	143,231	4.7%	2.0%
Comcast Search	45,438	30.9%	0.6%
My Web Search	38,550	-46.3%	0.5%
AT&T Worldnet Search	30,272	203.8%	0.4%
NexTag Search	17,901	-20.6%	0.2%
Dogpile.com Search	15,418	-27.8%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.3 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 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.

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