



For Immediate Release:  
NetRatings, Inc.

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

## NIELSEN//NETRATINGS RELEASES TOP 10 SEARCH ENGINE SHARE RANKINGS FOR JULY 2005

*Average Web Searcher Conducts 38 Searches in July 2005*

**NEW YORK– August 24, 2005** – Nielsen//NetRatings, a global leader in Internet media and market research, released the top 10 search engine share rankings for July 2005. Google Search continued its lead with 46 percent of all searches, followed by Yahoo! Search at 23 percent, and MSN Search at 13 percent (see Table 1). AOL Search garnered five percent of searches, and My Way Search saw two percent.

**Table 1: Top 10 Search Engines Ranked by Search Share: June-July 2005**

Provider/Vertical	June 05	July 05
1. Google Search	47.0%	46.2%
2. Yahoo! Search	22.3%	22.5%
3. MSN Search	12.5%	12.6%
4. AOL Search	5.5%	5.4%
5. My Way Search	1.8%	2.2%
6. Ask Jeeves Search	1.8%	1.6%
7. Netscape Search	0.9%	1.6%
8. Dogpile.com Search	0.8%	0.9%
9. iWon Search	1.0%	0.9%
10. EarthLink Search	0.8%	0.8%

Source: Nielsen//NetRatings MegaView Search, August 2005

The average Web searcher conducted nearly 38 searches during July 2005, a four percent increase from the prior month (see Table 2). Google Search and Yahoo! Search saw heavy usage with 27 and 20 searches per person, respectively, followed by Netscape Search and Dogpile.com Search, which averaged nearly 20 and 15 searches per person, respectively. MSN Search rounded out the top five rankings with 14 searches per person.

**Table 2: Top 10 Search Engines Ranked by Searches per Searcher: June-July 2005**

Provider/Vertical	June 05	July 05
<b>Total Searches per Searcher</b>	<b>36.2</b>	<b>37.6</b>
1. Google Search	27.1	27.4
2. Yahoo! Search	19.1	20.1
3. Netscape Search	10.5	19.7
4. Dogpile.com Search	13.5	15.0
5. MSN Search	13.4	13.9
6. EarthLink Search	12.6	13.4
7. My Search Search	9.5	13.2
8. iWon Search	17.8	13.1
9. Webcrawler.com Search	6.8	12.2
10. My Way Search	10.7	11.8

Source: Nielsen//NetRatings MegaView Search, August 2005



## **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.*

# # #