



For Immediate Release:
NetRatings, Inc.

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GOOGLE ACCOUNTS FOR HALF OF ALL U.S. SEARCHES IN APRIL, ACCORDING TO NIELSEN//NETRATINGS

Shoppers Connect with Brick and Mortar Stores through Search

NEW YORK— May 25, 2006 – Nielsen//NetRatings, a global leader in Internet media and market research, today announced that Google accounted for 50 percent of all searches conducted in April, followed by Yahoo! and MSN, with 22 and 11 percent, respectively (see Table 1). Year over year, Google gained three percentage points in market share, while Yahoo! remained flat and MSN dipped slightly.

“Google has passed a significant milestone in April, garnering half of the searches in the U.S.,” said Michael Lanz, vice president, search industry solutions, Nielsen//NetRatings. “We can continue to expect new features, improved functionality and rewards programs from the top search providers as they compete to win consumers’ loyalty. There is also opportunity for smaller providers to fulfill targeted search needs,” he continued.

Table 1: Search Share among Top 3 Search Providers, April 2006 (U.S.)

Search Provider	Apr-05 Search Share	Apr-06 Search Share	Percentage Point Change
Google Search	47%	50%	+3
Yahoo! Search	22%	22%	0
MSN Search	12%	11%	-1

Source: Nielsen//NetRatings MegaView Search, May 2006

The top two search engines showed robust growth over the past year. Google Search grew 34 percent year over year, followed by Yahoo! Search with 27 percent growth. MSN Search rounded out the top three, growing 10 percent year over year (see Table 2).

Table 2: Search Growth among Top 3 Search Providers, April 2006 (U.S.)

Search Provider	Apr-05 Searches (000)	Apr-06 Searches (000)	YOY Search Growth
Google Search	1,986,795	2,655,649	34%
Yahoo! Search	919,894	1,169,109	27%
MSN Search	515,926	570,080	10%

Source: Nielsen//NetRatings MegaView Search, May 2006

Traditional Brick and Mortar Stores Benefit from Shopping Search

Consumers are increasingly connecting with major retail stores via search engines, underscoring the influence search can have on online and offline buying. This is particularly evident in the top five shopping keywords, all of which are brick and mortar stores (see Table 3).

“As the top shopping search terms indicate, people are now using search to connect with trusted brick and mortar stores, often those that started as traditional offline marketplaces. These companies have each built a strong Web presence designed to encourage consumers to buy immediately online, or give them the tools they need to do preliminary research before making an in-store purchase.” said Lanz.

**Table 3: Top 5 Shopping Search Terms, April 2006 (U.S.)**

Search Term	Rank	Searches (000)
"home depot"	1	2,484
"walmart"	2	2,251
"target"	3	2,112
"sears"	4	1,690
"best buy"	5	1,652

Source: Nielsen//NetRatings MegaView Search, May 2006

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.

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

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