



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 OCTOBER U.S. SEARCH SHARE RANKINGS

NEW YORK– December 4, 2007 – Nielsen Online reports October 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 October 2007
Ranked by Searches (U.S.)**

| Provider | Searches (000) | Share of Searches | Searches per Searcher |
|----------------------------|----------------|-------------------|-----------------------|
| 1. Google Search | 4,400,561 | 55.5% | 40.7 |
| 2. Yahoo! Search | 1,490,129 | 18.8% | 26.7 |
| 3. MSN/Windows Live Search | 1,093,696 | 13.8% | 31.0 |
| 4. AOL Search | 292,172 | 3.7% | 14.5 |
| 5. Ask.com Search | 229,739 | 2.9% | 11.8 |
| 6. My Web Search | 97,595 | 1.2% | 12.3 |
| 7. Comcast Search | 46,450 | 0.6% | 10.0 |
| 8. SBC Yellow Pages Search | 23,758 | 0.3% | 4.8 |
| 9. Dogpile.com Search | 20,827 | 0.3% | 7.9 |
| 10. NexTag Search | 19,067 | 0.2% | 2.5 |

Source: Nielsen Online, MegaView Search

Example: An estimated 4.4 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.

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

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