



Nielsen Online

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## News Release

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### **NIELSEN ONLINE ANNOUNCES MARCH U.S. SEARCH SHARE RANKINGS**

**NEW YORK– April 21, 2008** – Nielsen Online reports March 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 March 2008,  
Ranked by Searches (U.S.)**

Provider	Searches (000)	YOY Growth	Share of Searches
1. Google Search	4,791,057	25.5%	58.7%
2. Yahoo! Search	1,480,690	-4.5%	18.1%
3. MSN/Windows Live Search	979,761	36.6%	12.0%
4. AOL Search	334,376	-19.4%	4.1%
5. Ask.com Search	199,305	52.4%	2.4%
6. My Web Search	70,194	-5.4%	0.9%
7. Comcast Search	44,227	32.4%	0.5%
8. NexTag Search	29,400	58.4%	0.4%
9. AT&T Worldnet Search	25,302	130.5%	0.3%
10. Dogpile.com Search	19,321	-32.9%	0.2%

Source: Nielsen Online, MegaView Search

Example: An estimated 4.8 billion search queries were conducted at Google Search, representing 59 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](http://www.nielsen-online.com).

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

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