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NetRatings, Inc.

Jennifer Fan (408) 941-2951  
Suzy Bausch (408) 941-2965

## ONLINE SEARCHES GROW 55 PERCENT YEAR-OVER-YEAR TO NEARLY 5.1 BILLION SEARCHES IN DECEMBER 2005, ACCORDING TO NIELSEN//NETRATINGS

*Google Sees Five-Point Gain in Search Share Rankings*

**NEW YORK – February 9, 2006** – Nielsen//NetRatings, a global leader in Internet media and market research, today reported that the total number of searches in the U.S. conducted across approximately 60 search engines grew 55 percent year-over-year to nearly 5.1 billion searches in December 2005 (see Table 1). There were 3.3 billion searches conducted via search engines in December 2004.

While the number of searches conducted online swelled, the number of people connecting to the Internet rose a mere three percent to 207 million people in the U.S.

“The double-digit increase in online search activity marks a significant milestone in the evolution of Internet consumer behavior,” said Ken Cassar, senior director of analytics, Nielsen//NetRatings. “Online search is the primary tool most people rely on to do everyday research.”

**Table 1. Growth in Total Searches, Dec 2004 vs. 2005 (U.S.)**

Dec-04 Searches (000)	Dec-05 Searches (000)	Percent Change
3,279,770	5,069,377	55%

Source: Nielsen//NetRatings MegaView Search, February 2006

Google rose nearly six percentage points to garner a 49 percent share of all searches in December 2005 from a year prior (see Table 2). Yahoo! Search and MSN Search experienced slight declines in their search share points.

**Table 2. Top 3 Percentage Point Changes in Search Share Rankings (U.S.)**

Search Engine	Dec-04 Search Share	Dec-05 Search Share	Change in Percentage Points
Google Search	43.1%	48.8%	5.7
Yahoo! Search	21.7%	21.4%	-0.3
MSN Search	14.0%	10.9%	-3.1

Source: Nielsen//NetRatings MegaView Search, February 2006

The top three search engines all experienced double-digit growth year-over-year in December 2005. Google Search grew 75 percent to nearly 2.5 billion searches; Yahoo! Search rose 53 percent to nearly 1.1 billion searches, and MSN Search increased 20 percent to 553 million searches (see Table 3).

**Table 3. Top 3 Search Engines' Growth in Searches (U.S.)**

Search Engine	Dec-04 Searches (000)	Dec-05 Search (000)	Growth (%)
Google Search	1,414,778	2,475,895	75%
Yahoo! Search	711,857	1,085,918	53%
MSN Search	460,377	553,476	20%

Source: Nielsen//NetRatings MegaView Search, February 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](http://www.nielsen-netratings.com).

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

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