

## Google Receives 71 Percent of U.S. Searches in August 2008

*Search leader increases 11 percent year-over-year*

**NEW YORK, NY – September 9, 2008** – Google accounted for 71.01 percent of all U.S. searches in the four weeks ending August 28, 2008, [Hitwise](#) announced today. Yahoo! Search, MSN Search and Ask.com each received 18.26, 5.32 and 3.45 percent respectively. The remaining 46 search engines in the Hitwise Search Engine Analysis Tool accounted for 1.95 percent of U.S. searches.

Percentage of U.S. Searches Among Leading Search Engine Providers			
Domain	Aug-08	Jul-08	Aug-07
www.google.com	71.01%	70.77%	63.98%
search.yahoo.com	18.26%	18.65%	22.87%
search.msn.com	5.32%*	5.36%*	6.53%*
www.ask.com	3.45%	3.53%	3.49%
Note: Data is based on four week rolling periods (ending 8/28/08, 7/26/08, 9/1/2007 from the Hitwise sample of 10 million US Internet users. * - includes executed searches on Live.com and MSN Search but does not include searches on Club.Live.com.			
<b>Source: Hitwise</b>			

### Google an Increasing Source of Traffic to Key U.S. Industries

Search engines continue to be the primary way Internet users navigate to key industry categories. Comparing August 2008 to August 2007, Entertainment, Business and Finance, Sports, Online Video and Social Networking categories showed double digit increases in their share of traffic coming directly from search engines.

U.S. Category Upstream Traffic from Search Engines and Google – August 2008				
Category	Percent of Category Traffic from Search Engines, Aug-08	Percent Change in Share of Traffic From Search Engines, Aug-08 – Aug-07	Percent of Category Traffic from Google, Aug-08	Percent Change in Share of Traffic From Google, Aug-08 – Aug-07
Health and Medical	44.24%	3%	31.07%	12%
Travel	35.26%	8%	25.97%	22%
Shopping and Classifieds	25.05%	0%	17.55%	13%
News and Media	20.37%	2%	14.49%	15%
Entertainment	23.29%	12%	15.93%	27%
Business and Finance	18.73%	13%	12.97%	29%
Sports	12.75%	13%	8.99%	27%
Online Video*	30.96%	33%	22.59%	56%
Social Networking*	16.47%	23%	10.72%	44%
<b>All figures are based on U.S. data from the Hitwise sample of 10 million Internet users.</b>				
<b>* denotes custom category</b>				
<b>Source: Hitwise</b>				

### About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 clients around the world with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.



Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) [www.experiangroup.com](http://www.experiangroup.com) operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong and Singapore. More information about Hitwise is available at [www.hitwise.com](http://www.hitwise.com).

For up to date analysis of online trends, please visit the Hitwise Intelligence-Analyst Weblogs at <http://weblogs.hitwise.com> and the Hitwise Data Center at [www.hitwise.com/datacenter](http://www.hitwise.com/datacenter).