

Google Received 72 Percent of U.S. Searches in January 2009



Yahoo! Search and Ask.com up from December 2008; Search queries are increasing in length

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Hitwise®, an Experian company, announced today that Google accounted for 72.09 percent of all U.S. searches conducted in the four weeks ending Jan. 31, 2009. Yahoo! Search, MSN Search and Ask.com received 17.81 percent, 5.44 percent and 3.31 percent, respectively. The remaining 44 search engines in the Hitwise Search Engine Analysis Tool accounted for 1.35 percent of U.S. searches.

Percentage of U.S. searches among leading search engine providers				
Domain	January 2008	December 2008	January 2009	Year-over-year percent change
www.google.com	66.01%	72.07%	72.09%	9%
search.yahoo.com	20.95%	17.79%	17.81%	-15%
search.msn.com	6.91%*	5.56%*	5.44%*	-21%
www.ask.com	4.21%	3.15%	3.31%	-21%

Note: Data is based on four-week rolling periods (ending Jan. 31, 2009; Dec. 27, 2008; and Jan. 26, 2008) from the Hitwise sample of 10 million U.S. Internet users.

**Includes executed searches on Live.com and MSN Search but does not include searches on Club.Live.com.*

Source: Hitwise, an Experian company

Longer search queries becoming more popular

The length of search queries has increased over the past year. Longer search queries, averaging searches of 5+ words in length, have increased 10 percent comparing January 2009 to January 2008. The same time period showed that shorter search queries, averaging those 1 to 4 words in length, have decreased 2 percent.

Percentage of U.S. clicks by number of keywords				
Subject	January 2008	December 2008	January 2009	Year-over-year percent change
1 word	20.96%	20.70%	20.29%	-3%
2 words	24.91%	24.13%	23.65%	-5%
3 words	22.03%	21.94%	21.92%	0%
4 words	14.54%	14.67%	14.89%	2%
5 words	8.20%	8.37%	8.68%	6%
6 words	4.32%	4.47%	4.65%	8%
7 words	2.23%	2.40%	2.49%	12%
8+ words	2.81%	3.31%	3.43%	22%

Note: Data is based on four-week rolling periods (ending Jan. 31, 2009; Dec. 27, 2008; and Jan. 26, 2008) from the Hitwise sample of 10 million U.S. Internet users.

Source: Hitwise, an Experian company

Google a greater source of traffic to key U.S. industries

Search engines continue to be the primary way Internet users navigate to key industry categories. Comparing January 2009 with January 2008, 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 — January 2009				
Category	Percentage of category traffic from search engines — January 2009	Percent change in share of traffic from search engines — January 2009—January 2008	Percentage of category traffic from Google — January 2009	Percent change in share of traffic from Google — January 2009—January 2008
Health and Medical	44.76%	1%	31.91%	11%
Travel	36.29%	9%	27.09%	21%
Shopping and Classifieds	24.97%	-2%	18.36%	9%
News and Media	21.25%	-3%	15.46%	11%
Entertainment	25.85%	7%	17.26%	21%
Business and Finance	20.03%	13%	13.47%	28%
Sports	15.59%	16%	9.56%	29%
Online Video**	34.16%	23%	24.70%	42%
Social Networking**	17.54%	18%	11.89%	38%

All figures are based on U.S. data from the Hitwise sample of 10 million Internet users.

**Denotes a custom category

Source: Hitwise, an Experian company

About Hitwise

Hitwise, an Experian company, 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 Web sites 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, an Experian company (FTS:EXPN), www.experianplc.com, operates in the United States, the United Kingdom, Australia, New Zealand, Hong Kong and Singapore. More information about Hitwise is available at 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.

About Experian

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland, and has operational headquarters in Costa Mesa, Calif., and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year ended March 31, 2008, were in excess of \$4 billion.

For more information, visit www.experianplc.com.

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