

Pure Search Engine Reach						March 2003
Rank	Search Engine	URL	Unique Visitors	% of Total Unique Visitors	Page Impressions via search queries	% of Total P.I.s via search
1	Google		5,160,000	74.89%	223,276,500	75.03%
	Google Australia Web	http://www.google.com.au/search	3,340,000		122,000,000	
	Yahoo Web	http://search.yahoo.com/bin/search	1,240,000		9,050,000	
	Google Web	http://www.google.com/search	1,230,000		41,300,000	
	Yahoo AU Web Pages	http://au.google.yahoo.com/bin/query_au	1,100,000		19,700,000	
	Answers Australia	http://au.search.answers.yahoo.com/search/answers	489,000		10,200,000	
	Google Australia Images	http://images.google.com.au/images	489,000		12,600,000	
	Google Images	http://images.google.com/images	141,000		2,130,000	
	Google Groups	http://groups.google.com/groups	135,000		2,560,000	
	Google News	http://news.google.com/news	83,700		173,000	
	Google Australia News	http://news.google.com.au/news	83,700		173,000	
	AOL Australia	http://search.aol.com.au/dirsearch.adp	77,300		446,000	
	Netscape Search	http://search.netscape.com/nscp_results.adp	57,900		628,000	
	Google Australia Groups	http://groups.google.com.au/groups	51,500		2,230,000	
	ICQ Search (ICQ Google)	http://google.icq.com/search/sitesearch/	51,500		86,500	
2	NineMSN		3,090,000	44.85%	26,700,000	8.97%
	NineMSN Australia	http://search.ninemsn.com.au/results	3,090,000		26,700,000	
3	Yahoo Australia Directory		1,531,500	22.23%	17,472,900	5.87%
	Yahoo AU Web Sites	http://au.search.yahoo.com/search/aunz	1,480,000		17,400,000	
	Yahoo AU News	http://au.search.yahoo.com/search/news_aunz	51,500		72,900	
4	Altavista Australia		805,000	11.68%	9,490,000	3.19%
	Altavista Australia	http://au.altavista.com/web/results	805,000		9,490,000	
5	Looksmart AU Directory		779,000	11.31%	9,470,000	3.18%
	OptusNet	http://websearch.optusnet.com.au/synd-xk/search/	367,000		4,890,000	
	GoEureka Australia	http://search.goeureka.com.au/synd-xby/search	238,000		3,970,000	
	Looksmart Australia	http://search.looksmart.com.au/synd-oz/search/	206,000		610,000	
6	MSN		728,000	10.57%	4,650,000	1.56%
	Search MSN	http://search.msn.com/results	728,000		4,650,000	
7	ASK (Ask Jeeves)		443,700	6.44%	2,542,200	0.85%
	Ask	http://web.ask.com/web	418,000		2,510,000	
	Teoma	http://s.teoma.com/search	25,700		32,200	
8	Web Wombat		186,000	2.70%	1,360,000	0.46%
	WebWombat Australia	http://www.webwombat.com.au/aus	186,000		1,360,000	
9	Lycos		128,000	1.86%	911,000	0.31%
	Lycos	http://search.lycos.com/	128,000		911,000	
10	AllTheWeb		64,400	0.93%	915,000	0.31%
	AllTheWeb	http://www.alltheweb.com/search	64,400		915,000	
11	About		64,400	0.93%	341,000	0.11%
	About Search	http://search.about.com/fullsearch.htm	64,400		341,000	
12	HotBot		64,400	0.93%	182,000	0.06%
	HotBot (Inktomi)	http://www.hotbot.com/default.asp?prov=Inktomi	64,400		182,000	
13	Looksmart		32,200	0.47%	145,000	0.05%
	Looksmart	http://www.looksmart.com/r_search	32,200		145,000	
14	DMOZ		32,200	0.47%	59,200	0.02%
	Dmoz (Open Directory)	http://search.dmoz.org/cgi-bin/search	32,200		59,200	
15	Yahoo		32,200	0.47%	54,600	0.02%
	Yahoo Directory	http://search.yahoo.com/search/dir	32,200		54,600	
TOTAL			6,890,000		297,569,400	100.00%

Pay-Per-Click Services Reach						March 2003
Rank	Search Engine	URL	Unique Visitors	% of Total Unique Visitors	Page Impressions via search queries	% of Total P.I.s via search
1	Google AdWords		4,070,000	59.07%	168,804,500	56.73%
	Google Australia Web	http://www.google.com.au/search	3,340,000		122,000,000	
	Google Web	http://www.google.com/search	1,230,000		41,300,000	
	Google Groups	http://groups.google.com/groups	135,000		2,560,000	
	Netscape Search	http://search.netscape.com/nscp_results.adp	57,900		628,000	
	Google Australia Groups	http://groups.google.com.au/groups	51,500		2,230,000	
	ICQ Search (ICQ Google)	http://google.icq.com/search/sitesearch/	51,500		86,500	
2	Looksmart Australia LookListings		5,050,000	73.29%	92,520,000	31.09%
	Yahoo Web - Sponsor Results	http://search.yahoo.com/bin/search	1,240,000		9,050,000	
	Yahoo AU Web Pages - Sponsor Pages	http://au.google.yahoo.com/bin/query_au	1,100,000		19,700,000	
	NineMSN Australia - Sponsored Sites	http://search.ninemsn.com.au/results	3,090,000		26,700,000	
	Yahoo AU Web Site - Sponsor Matches	http://au.search.yahoo.com/search/aunz	1,480,000		17,400,000	
	Answers Australia - Sponsor Matches	http://au.search.answers.yahoo.com/search/answers	489,000		10,200,000	
	OptusNet	http://websearch.optusnet.com.au/synd-xk/search/	367,000		4,890,000	
	GoEureka Australia - LookListings	http://search.goeureka.com.au/synd-xby/search	238,000		3,970,000	
	Looksmart Australia - LookListings	http://search.looksmart.com.au/synd-oz/search/	206,000		610,000	
3	NineMSN Australia		3,090,000	44.85%	26,700,000	8.97%
	NineMSN Australia Featured Sites	http://search.ninemsn.com.au/results	3,090,000		26,700,000	
4	Altavista AU Sponsored Matches		805,000	11.68%	9,490,000	3.19%
	Altavista Australia	http://au.altavista.com/web/results	805,000		9,490,000	
5	MSN Featured Sites		728,000	10.57%	4,650,000	1.56%
	Search MSN	http://search.msn.com/results	728,000		4,650,000	
6	Web Wombat Featured Links		186,000	2.70%	1,360,000	0.46%
	WebWombat Australia	http://www.webwombat.com.au/aus	186,000		1,360,000	