

Search in Australia

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Australia's Uniqueness



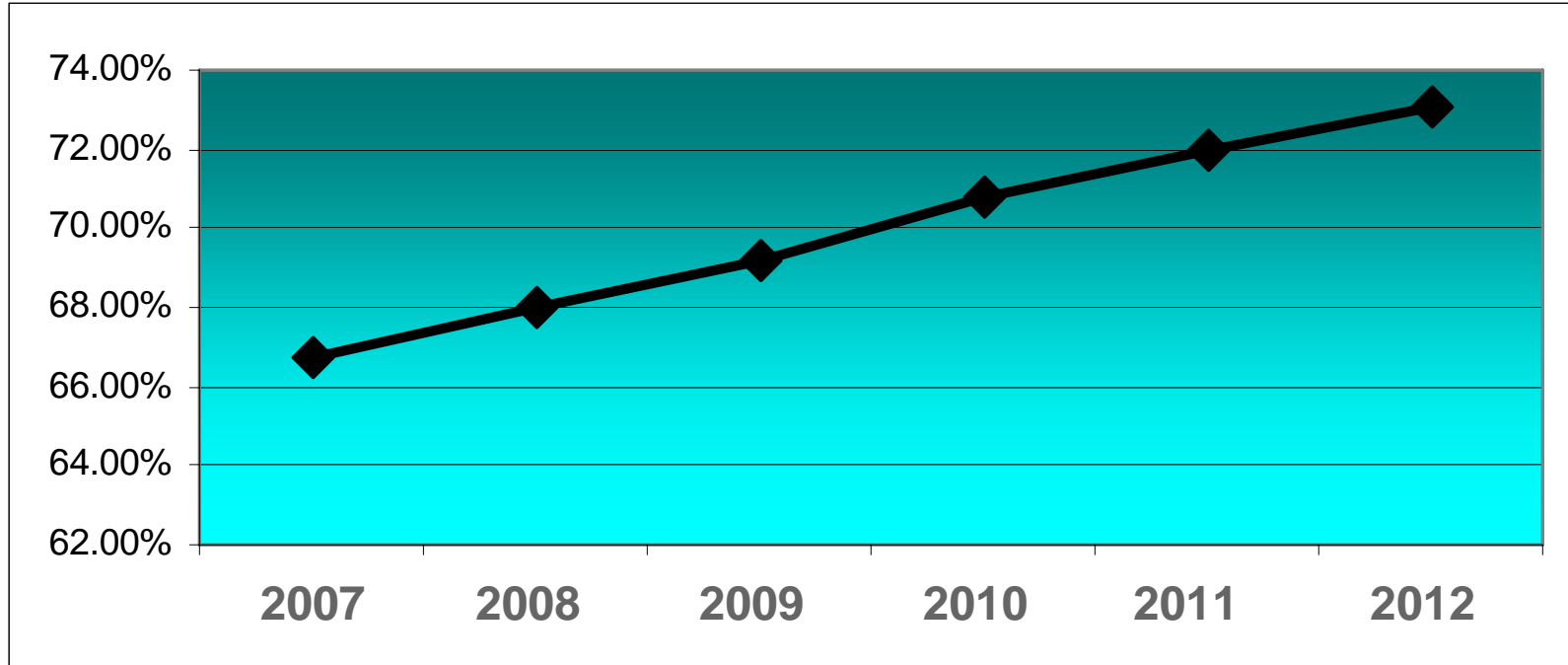
Source: http://flickr.com/photos/major_clanger/2080133076/



Population Concentration



% of Population Online



Source: eMarketer



Most popular Auz websites

Top 10 Most Popular Web Sites in Australia

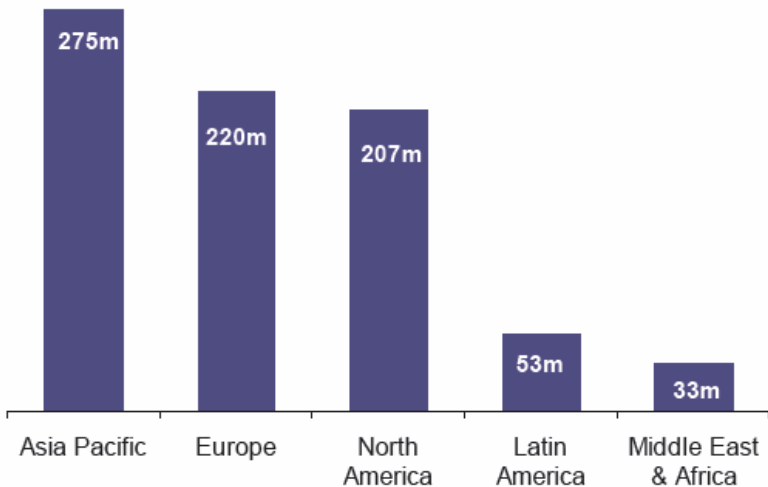
1. Google.com.au	7.8%
2. mail.live.com	3.0%
3. ninemsn.com.au	2.6%
4. MySpace	2.1%
5. ebay.com.au	1.9%
6. Google	1.7%
7. Facebook	1.6%
8. YouTube	1.1%
9. au.yahoo.com	1.0%
10. www.bom.gov.au	0.8%

Source: Hitwise, "Australia Data Center," February 2008

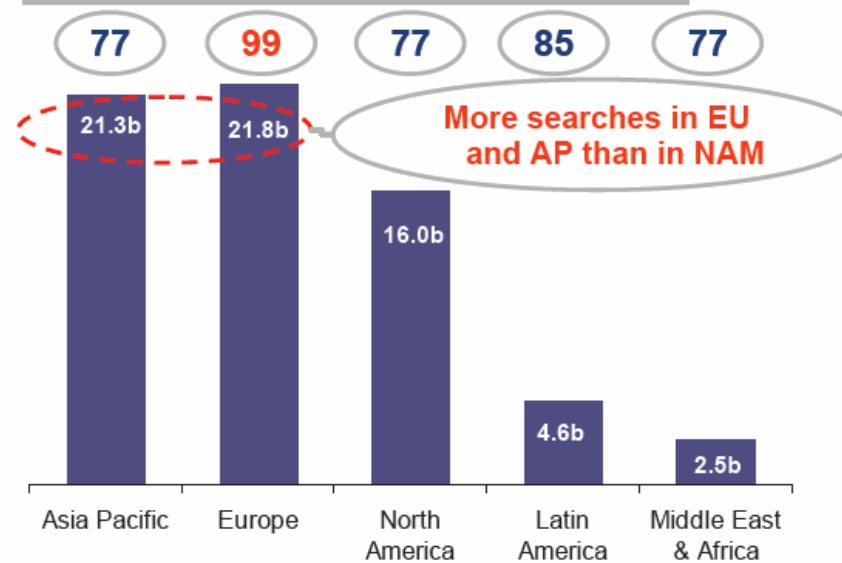


Stats for the Globe on Search

Unique Searchers by Region



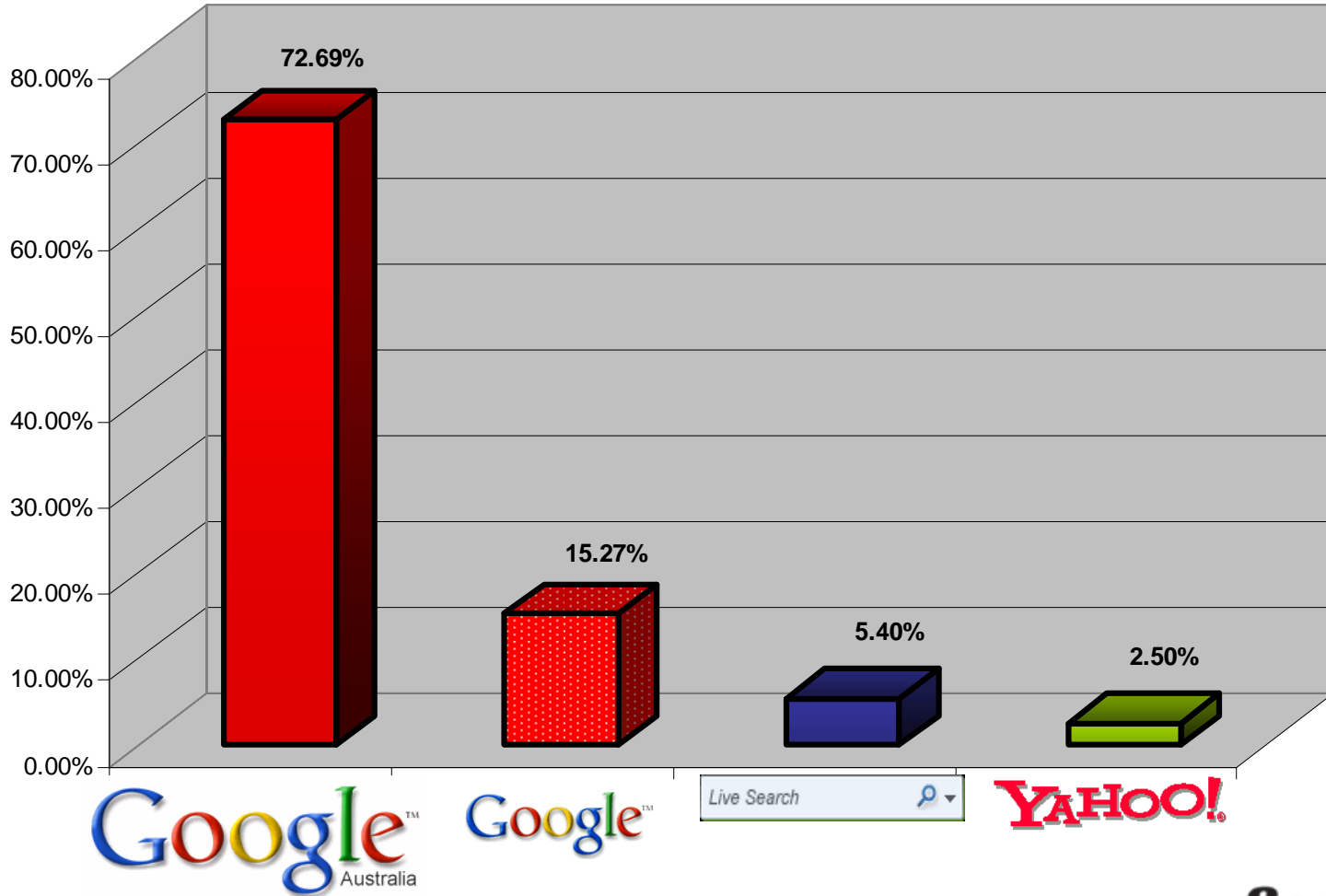
Total Searches by Region



Source – comScore qSearch 2.0, December 2007 - total search activity: not limited to web search

Australia Market Share

Australia Search Market Share - February 2008 (Hitwise)



Google™
Australia

Google™

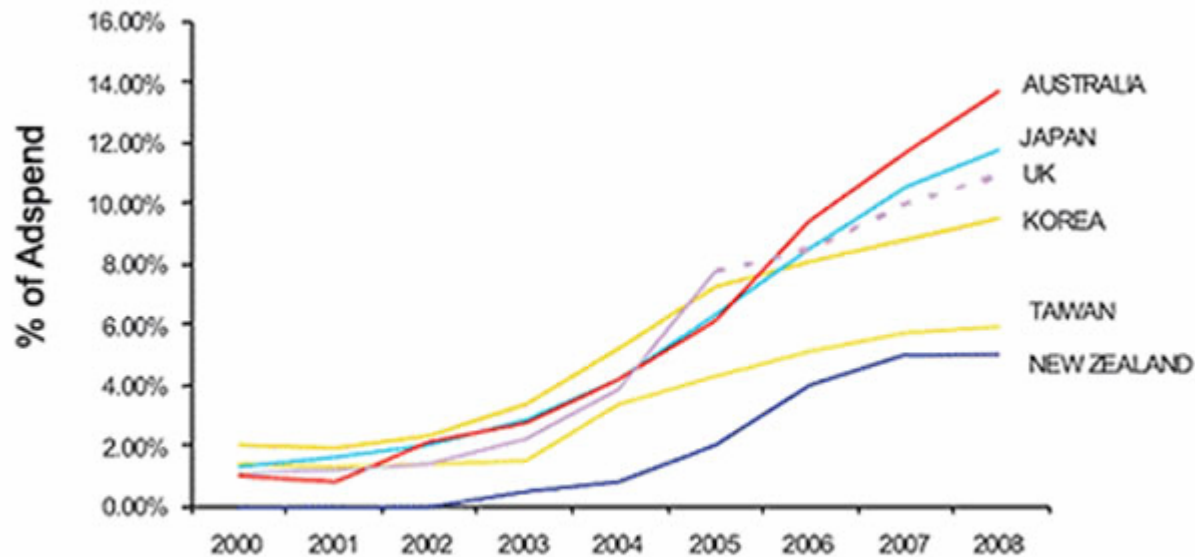
Live Search

YAHOO!



Search is 41% of Advertising Revenues

% of Total Ad-spend Allocated to Online by Year



Figures include Search, Classified & Display activity.

Source: Zenith Optimedia Global Data 2006, IAB Internet Ad Revenue Report Price Waterhouse Coopers LLP, Universal McCann.

Universal Search

The screenshot shows a Google search for "John Howard". The search bar includes the text "John Howard" and a "Search" button. Below the search bar, there are radio buttons for "the web" (selected) and "pages from Australia".

The search results are categorized into three groups on the right side of the image:

- Organic listings:** This group includes the top three search results:
 - [Prime Minister of Australia: Home](#) - The official page of Australia's Prime Minister, **John Howard**. [www.pm.gov.au/](#) - 8k - [Cached](#) - [Similar pages](#) - [Note this](#)
 - [Prime Minister of Australia: About your PM - Biography - the Hon ...](#) - The Hon **John Winston Howard** MP is the 25th person to occupy the office of Prime Minister since Federation. He was sworn in as Prime Minister of Australia on ... [www.pm.gov.au/your_pm/biography.cfm](#) - 10k - [Cached](#) - [Similar pages](#) - [Note this](#) [[More results from www.pm.gov.au](#)]
 - [John Howard - Wikipedia, the free encyclopedia](#) - **John Winston Howard** (born 26 July 1939) is an Australian politician and the 25th Prime Minister of Australia. He is the second-longest serving Australian ... [en.wikipedia.org/wiki/John_Howard](#) - 231k - [Cached](#) - [Similar pages](#) - [Note this](#)
- News Results:** This group includes the next two search results:
 -  [Howard launches election campaign](#) - 40 minutes ago - Australian PM **John Howard** has officially launched his campaign for re-election in the city of Brisbane. With less than two weeks before the vote, Mr **Howard** ... [BBC News](#) - [371 related articles >](#)
 - [Howard targets families as poll slides](#) - [TVNZ](#) - [161 related articles >](#)
 - [Recent deaths sacrifice reminder](#) - [Howard](#) - [The Age](#) - [147 related articles >](#)
- Organic listings:** This group includes the bottom two search results:
 - [Howard, The Hon John MP](#) - Federal Member for Bennelong - member of the Australian Liberal party and leader of the Government in the House. [www.sph.gov.au/J_Howard_MP/](#) - 11k - [Cached](#) - [Similar pages](#) - [Note this](#)
 - [John Howard MP - Federal Member for Bennelong](#) - Official local electorate website of the Federal Member for Bennelong in NSW, Prime Minister **John Howard**. [www.johnhowardmp.com/](#) - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

Organic listings

News Results

Organic listings



Top Tips

Volume



Follow



Understand



Social



Trust



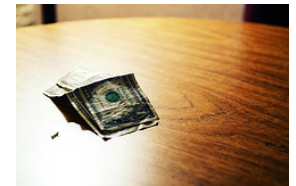
Creating time



Respect



Don't



Thank you

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