# Vertical... done right.







### The Panel

#### Moderators:

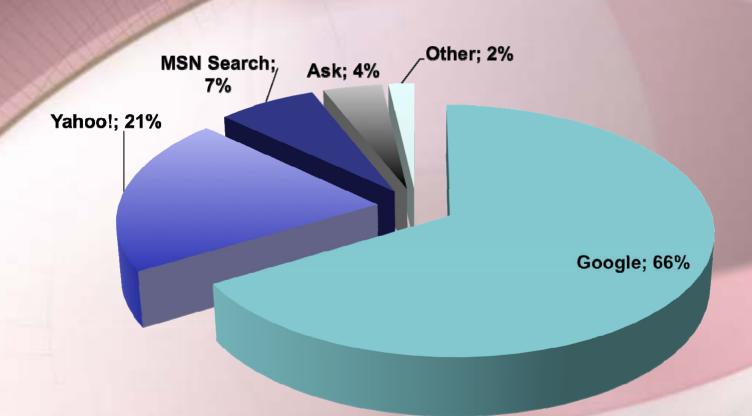
**Kevin Ryan**, VP, Global Content Director SES & SEW **Rebecca Lieb**, VP & Editor-In-Chief, The ClickZ Network *Panelists:* 

Bill Tancer, General Manager, Global Research, Hitwise Jason R. Finger, Co-Founder & CEO, Seamless Web Paul Forster, CEO, Indeed Steven Krein, CEO, Organized Wisdom.com Joshua Stylman, Managing Partner, Reprise Media





## Where We Search



U.S. Volume of Executed Searches (4 weeks ending 2/23/08)



SearchEngineWatch.com

## Where is Search Leading Us?

Downstream - industries visited after Computers and Internet - Search Engines

Displaying results 1 to 174 of 174 industries.

Industry	Downstream Share
■ Computers and Internet	23.08%
Shopping and Classifieds	12.98%
	11.09%
■ Business and Finance	9.47%
	8.62%
± Lifestyle	6.34%
News and Media	5.09%
± Travel	4.05%
	3.13%
■ Government	2.59%
	2.00%
± Music	1.79%
Sports	1.55%
	0.97%
■ Gambling	0.46%
	0.42%
	0.27%



# Where is Search Leading Us?

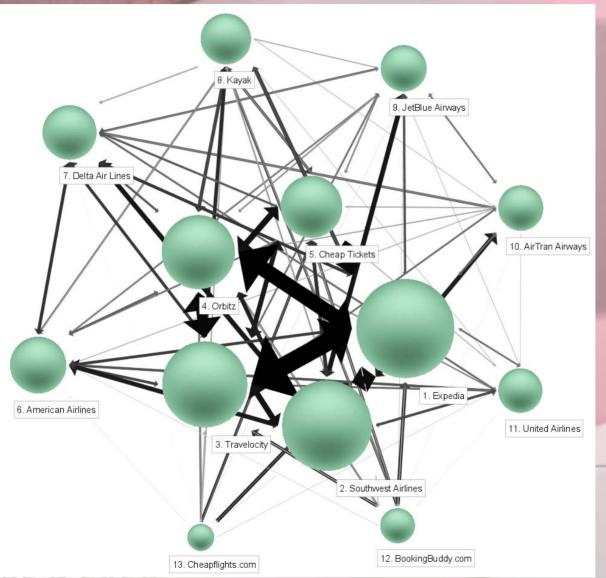
	Downstream - websites visited after Computers a	n
	Internet - Search Engines	

Rank	Website	Related	<b>Downstream Share</b>
1.	Google Image Search	F	2.83%
2.	MySpace	<b>F</b>	1.97%
3.	Wikipedia		1.95%
4.	еВау	<b>F</b>	1.08%
5.	YouTube		1.02%
6.	Gmail	<b>F</b>	0.97%
7.	Yahoo! Mail		0.92%
8.	Google	<b>F</b>	0.91%
9.	Yahoo!		0.84%
10.	Windows Live Mail	<b>F</b>	0.62%
11.	Google Maps		0.57%
12.	Amazon.com	<b>F</b>	0.52%
13.	Yahoo! Answers		0.46%
14.	Facebook	<b>F</b>	0.38%
15.	Yahoo! Image Search		0.37%
16.	Google News	<b>F</b>	0.37%
17.	MapQuest		0.36%
18.	The Internet Movie Da	<b>F</b>	0.35%
19.	Yahoo! Search		0.27%
20.	MSN	F	0.26%



Incisive Media

## Visualizing Travel





Incisive Media

#### Are Social Nets the New Vertical Search?





■ Computers and Internet - Social Networking and Forums

Monthly market share in 'All Categories', measured by visits, based on US usage.

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