comScore Releases June 2008 U.S. Search Engine Rankings

RESTON, Va., July 18, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly comScore qSearch analysis of the U.S. search marketplace. In June 2008, Americans conducted 11.5 billion core searches, representing a 7-percent gain versus May.

(Logo: http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO)

June 2008 U.S. Core Search Rankings

In June, Google Sites retained its lead in the U.S. core search market capturing 61.5 percent of the searches conducted, down slightly from 61.8 percent in May. Google was followed by Yahoo! Sites (20.9 percent, up from 20.6 percent in May), Microsoft Sites (9.2 percent, up from 8.5 percent in May), Ask Network (4.3 percent), and AOL LLC (4.1 percent).

comScore Core Search Report*
June 2008 vs. May 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

	Share of Searches (%)		
Core Search Entity	May-08	Jun-08	Point Change Jun-08 vs. May-08
Total Core Search	100.0%	100.0%	0.0
Google Sites	61.8%	61.5%	-0.3
Yahoo! Sites	20.6%	20.9%	0.3
Microsoft Sites	8.5%	9.2%	0.7
Ask Network	4.5%	4.3%	-0.2
AOL LLC	4.5%	4.1%	-0.4

* Based on the five major search engines including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers.

Americans conducted 11.5 billion searches at the core search engines, representing a 7-percent increase versus May. Google Sites handled more than 7 billion core searches (up 6 percent from May), followed by Yahoo! Sites with 2.4 billion (up 9 percent), and Microsoft Sites with more than 1 billion (up 15 percent).

comScore Core Search Report*
June 2008 vs. May 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

	Search Queries (MM)		
			Percent Change Jun-08 vs.

Core Search Entity	May-08	Jun-08	May-08
Total Core Search	10,777	11,541	7%
Google Sites	6,664	7,096	6%
Yahoo! Sites	2,221	2,416	9%
Microsoft Sites	920	1,056	15%
Ask Network	486	501	3%
AOL LLC	486	471	-3%

* Based on the five major search engines including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers.

June U.S. Expanded Search Rankings

In the comScore June 2008 analysis of the top properties where search activity is observed, Google Sites led with 9.6 billion searches, a 9-percent increase versus May. Yahoo! Sites ranked second with 2.6 billion searches (up 8 percent from May), followed by Microsoft Sites with 1.1 billion (up 14 percent) and AOL LLC with 792 million.

comScore Expanded Search Query Report
June2008 vs. May 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

	Search Queries (MM)		
Expanded Search Entity	May-08	Jun-08	Percent Change Jun-08 vs. May-08
Total Expanded Search	15,463	16,668	8%
Google Sites	8,838	9,601	9%
Google	6,814	7,277	7%
YouTube/All Other	2,024	2,324	15%
Yahoo! Sites	2,387	2,570	8%
Yahoo!	2,352	2,530	8%
All Other	35	40	14%
Microsoft Sites	963	1,102	14%
MSN-Windows Live	932	1,069	15%
Microsoft/All Other	31	33	6%
AOL LLC	831	792	-5%
AOL Search Network	456	430	-6%
MapQuest/All Other	375	362	-3%
Ask Network	489	506	3%
Ask.com	321	341	6%
MyWebSearch.com/ All Other	168	165	-2%
Fox Interactive Media	402	457	14%
MySpace	395	448	13%
All Other	7	9	29%
eBay	449	444	-1%
Craigslist.org	314	342	9%
Facebook.com	121	157	30%
Amazon Sites	141	152	8%

To request more information on comScore qSearch 2.0, please visit http://www.comscore.com/contact

About comScore

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