

comScore Releases February 2008 U.S. Search Engine Rankings

RESTON, Va., March 19, 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 search marketplace. February 2008 saw Americans conduct nearly 10 billion core searches, representing a 6-percent sequential decline in activity versus January, primarily a result of the shortened month.

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

February 2008 U.S. Core Search Rankings

In February, Google Sites extended its share of core searches to 59.2 percent, up from 58.5 percent the previous month. Yahoo! Sites ranked second with 21.6 percent, followed by Microsoft Sites (9.6 percent), AOL LLC (4.9 percent), and Ask Network (4.6 percent).

comScore Core Search Report*

February 2008

Total U.S. - Home/Work/University Locations

Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change Feb-08 vs.
	Jan-08	Feb-08	Jan-08
Total Core Search	100.0 %	100.0 %	0.0
Google Sites	58.5 %	59.2 %	0.7
Yahoo! Sites	22.2 %	21.6 %	-0.6
Microsoft Sites	9.8 %	9.6 %	-0.2
AOL LLC	4.9 %	4.9 %	0.0
Ask Network	4.5 %	4.6 %	0.1

* 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 9.9 billion searches at the core search engines, representing a 6-percent decline versus January. Each of the five core search engines experienced search query declines as a result of February being a seasonally soft month for overall search activity. Google Sites saw more than 5.8 billion core searches, followed by Yahoo! Sites with 2.1 billion, and Microsoft Sites with 953 million.

comScore Core Search Report*

February 2008

Total U.S. - Home/Work/University Locations

Source: comScore qSearch 2.0

Core Search Entity	Search Queries (MM)		Percent Change Feb-08 vs.
	Jan-08	Feb-08	Jan-08
Total Core Search	10,492	9,882	-6 %
Google Sites	6,139	5,855	-5 %

Yahoo! Sites	2,332	2,136	-8 %
Microsoft Sites	1,030	953	-7 %
AOL LLC	514	488	-5 %
Ask Network	475	450	-5 %

* 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.

February U.S. Expanded Search Rankings

In the February 2008 analysis of the Top 50 properties worldwide where search activity is observed, Google Sites led with 7.4 billion searches. Yahoo! Sites ranked second with 2.3 billion searches, followed by Microsoft Sites (984 million), and AOL LLC (864 million).

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

Expanded Search Entity	Search Queries (MM)		Percent Change Feb-08 vs.
	Jan-08	Feb-08	Jan-08
Total Expanded Search	14,595	13,806	-5 %
Google Sites	7,735	7,390	-4 %
Google	6,181	5,917	-4 %
YouTube/All Other	1,554	1,473	-5 %
Yahoo! Sites	2,456	2,262	-8 %
Yahoo!	2,427	2,234	-8 %
All Other	29	28	-3 %
Microsoft Sites	1,060	984	-7 %
MSN-Windows Live	1,024	952	-7 %
Microsoft/All Other	36	32	-11 %
AOL LLC	903	864	-4 %
AOL	522	493	-6 %
MapQuest/All Other	381	371	-3 %
eBay	467	480	3 %
Ask Network	477	452	-5 %
Ask.com	286	283	-1 %
MyWebSearch.com/ All Other	191	169	-12 %
Fox Interactive Media	384	337	-12 %
MySpace	376	330	-12 %
All Other	8	7	-13 %
Craigslist.org	256	239	-7 %
Amazon Sites	167	139	-17 %
Facebook.com	109	103	-6 %

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

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit www.comscore.com/boilerplate

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX