

## comScore Releases November Search Engine Rankings

### Google Continues to Hold Top Position in Search Share Rankings, according to comScore qSearch Analysis

**RESTON, VA, January 6, 2006** - comScore Media Metrix today released its monthly qSearch analysis of activity across competitive search engines. In November 2005, Google maintained its lead in the U.S. search market with 39.8 percent of all the searches submitted, followed by Yahoo! at 29.5 percent and MSN at 14.2 percent.

Share of Online Searches November 2005 vs. November 2004 Total U.S. Home, Work and University Internet Users			
Source: comScore qSearch			
	Nov 2004	Nov 2005	Point Change
	%	%	+/-
<i>Total Internet Population</i>	100	100	0
Google Sites	34.6	39.8	+5.2
Yahoo! Sites	32.0	29.5	-2.5
MSN-Microsoft Sites	16.0	14.2	-1.8
Time Warner Network	9.1	8.7	-0.4
Ask Jeeves	5.5	6.5	+1.0

Additional findings from the November monthly analysis include:

- Americans conducted 5.15 billion searches online during November 2005, up 9 percent from November 2004.
- Google Sites garnered the most searches in November 2005 with 2.05 billion searches measured, followed by Yahoo! Sites (1.52 billion searches), MSN-Microsoft Sites (728.8 million searches), Time Warner Network (446 million searches), and Ask Jeeves (336.3 million searches).
- Yahoo! and Google continued to battle for supremacy in the toolbar search arena. Yahoo! Sites received 48.5 percent of toolbar searches, edging out Google's 46.4 percent share. While Yahoo!'s competitive edge is noteworthy, toolbar search activity represented only 12 percent of total searches in November.

For more information on comScore qSearch, please e-mail [searchsolutions@comscore.com](mailto:searchsolutions@comscore.com) or call 650-244-5412.

#### About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency

in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

#### About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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