



comScore Releases July 2009 U.S. Search Engine Rankings

RESTON, Va., Aug 18, 2009 /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 July 2009, Americans conducted nearly 13.6 billion core searches, with Google Sites accounting for 64.7 percent search market share. Microsoft Sites grabbed 8.9 percent market share, a 0.5 percentage point gain versus June.

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

July 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in June with 64.7 percent of the searches conducted, followed by Yahoo! Sites (19.3 percent), and Microsoft Sites (8.9 percent). Ask Network captured 3.9 percent of the search market, followed by AOL LLC with 3.1 percent.

comScore Core Search Report*
July 2009 vs. June 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Search Queries (MM)		
	Point Change		
	Jun-09	Jul-09	Jul-09 vs. Jun-09
Total Core Search	100.0%	100.0%	N/A
Google Sites	65.0%	64.7%	-0.3
Yahoo! Sites	19.6%	19.3%	-0.3
Microsoft Sites	8.4%	8.9%	0.5
Ask Network	3.9%	3.9%	0.0
AOL LLC Network	3.1%	3.1%	0.0

* 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 13.6 billion searches in July, down slightly for the third consecutive month as the summer months tend to see lighter overall search volume with people spending more time outdoors and on vacation. Google Sites accounted for 8.9 billion searches, followed by Yahoo! Sites (2.6 billion), Microsoft Sites (1.2 billion), Ask Network (536 million) and AOL LLC (424 million).

comScore Core Search Report*
July 2009 vs. June 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Search Queries (MM)		
	Percent Change		
	Jun-09	Jul-09	Jul-09 vs. Jun-09
Total Core Search	14,060	13,575	-3%
Google Sites	9,135	8,783	-4%
Yahoo! Sites	2,755	2,625	-5%
Microsoft Sites	1,179	1,208	2%
Ask Network	552	536	-3%
AOL LLC	439	424	-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.

July 2009 U.S. Expanded Search Rankings

In the July 2009 analysis of the top properties where search activity is observed, Google Sites led the search market with 12.9 billion searches, followed by Yahoo! Sites with 2.8 billion. Microsoft Sites ranked third with 1.3 billion searches, up 3 percent from May, followed by eBay with 709 million. Facebook.com experienced the highest growth of the top ten expanded search properties with a 35-percent increase.

comScore Expanded Search Query Report
 July 2009 vs. June 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore qSearch

Expanded Search Entity	Search Queries (MM)		Percent
	Jun-09	Jul-09	Change Jul-09 vs. Jun-09
Total Expanded Search	21,818	21,899	0%
Google Sites	13,147	12,851	-2%
Google	9,555	9,217	-4%
YouTube/All Other	3,592	3,634	1%
Yahoo! Sites	2,900	2,762	-5%
Yahoo!	2,877	2,738	-5%
All Other	23	24	4%
Microsoft Sites	1,230	1,262	3%
Bing	1,021	1,076	5%
Microsoft/All Other	209	186	-11%
eBay	677	709	5%
AOL LLC	736	697	-5%
AOL Search Network	371	362	-2%
MapQuest/All Other	365	335	-8%
craigslist, inc.	621	673	8%
Ask Network	637	613	-4%
Ask.com	362	338	-7%
MyWebSearch.com/ All Other	275	275	0%
Fox Interactive Media	672	603	-10%
MySpace Sites	663	596	-10%
All Other	9	7	-22%
Facebook.com	200	270	35%
Amazon Sites	198	197	-1%

About comScore

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