



## comScore Releases August 2008 U.S. Search Engine Rankings

RESTON, Va., Sept 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 August 2008, Americans conducted 11.7 billion core searches, virtually unchanged from July, as Google Sites extended its lead in core search market share by 1.1 percentage points.

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

### August 2008 U.S. Core Search Rankings

Google Sites led the U.S. core search market in July with 63 percent of the searches conducted, up from 61.9 percent in July, followed by Yahoo! Sites (19.6 percent), Microsoft Sites (8.3 percent), Ask Network (4.8 percent), and AOL LLC (4.3 percent).

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

Core Search Entity	Share of Searches (%)		Point Change Aug-08
	Jul-08	Aug-08	vs. Jul-08
Total Core Search	100.0%	100.0%	NA
Google Sites	61.9%	63.0%	1.1
Yahoo! Sites	20.5%	19.6%	-0.9
Microsoft Sites	8.9%	8.3%	-0.6
Ask Network	4.5%	4.8%	0.3
AOL LLC	4.2%	4.3%	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 11.7 billion searches at the core search engines, nearly identical to the number of core searches conducted in July. Google Sites handled 7.4 billion core searches (up 2 percent), followed by Yahoo! Sites with 2.3 billion and Microsoft Sites with 977 million.

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

Core Search Entity	Search Queries (MM)		Percent Change Aug-08
	Jul-08	Aug-08	vs. Jul-08
Total Core Search	11,753	11,748	0%

Google Sites	7,273	7,398	2%
Yahoo! Sites	2,405	2,300	-4%
Microsoft Sites	1,045	977	-7%
Ask Network	531	569	7%
AOL LLC	499	504	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.

#### August U.S. Expanded Search Rankings

In the comScore August 2008 analysis of the top properties where search activity is observed, Google Sites led with 10.2 billion searches, a 2-percent increase versus July. Yahoo! Sites ranked second with 2.4 billion searches, followed by Microsoft Sites with 1 billion and AOL LLC with 839 million.

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

Expanded Search Entity	Search Queries (MM)		
	Jul-08	Aug-08	Percent Change Aug-08 vs. Jul-08
Total Expanded Search	17,158	17,271	1%
Google Sites	9,945	10,158	2%
Google	7,463	7,594	2%
YouTube/All Other	2,482	2,564	3%
Yahoo! Sites	2,546	2,427	-5%
Yahoo!	2,510	2,393	-5%
All Other	36	34	-6%
Microsoft Sites	1,090	1,021	-6%
MSN-Windows Live	1,058	988	-7%
Microsoft/All Other	32	33	3%
AOL LLC	814	839	3%
AOL Search Network	452	468	4%
MapQuest/All Other	362	371	2%
Fox Interactive Media	547	593	8%
MySpace	539	585	9%
All Other	8	8	0%
Ask Network	535	572	7%
Ask.com	364	357	-2%
MyWebSearch.com/ All Other	171	215	26%
eBay	435	434	0%
Craigslist.org	340	335	-1%
Facebook.com	173	186	8%
Amazon Sites	166	168	1%

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

About comScore

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