

## comScore Releases November U.S. Search Engine Rankings

RESTON, Va., Dec 21, 2007 /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. Among core search engines in November 2007, Google Sites remained the top search property with 5.9 billion core searches conducted, representing a 58.6-percent share of the search market.

### November U.S. Core Search Rankings

In November, Google Sites share of core searches stood at 58.6 percent, virtually the same level as in October. Yahoo! Sites ranked second with 22.4 percent, followed by Microsoft Sites (9.8 percent), Ask Network (4.6 percent) and Time Warner Network (4.5 percent), which had the largest share point gain during the month (up 0.3 points).

comScore Core Search Report\*

November 2007

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

Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change
	Oct-07	Nov-07	Novt-07 vs. Oct-07
Total Core Search	100.0%	100.0%	0.0
Google Sites	58.4%	58.6%	0.2
Yahoo! Sites	22.8%	22.4%	-0.4
Microsoft Sites	9.8%	9.8%	0.0
Ask Network	4.7%	4.6%	-0.1
Time Warner Network	4.2%	4.5%	0.3

\* 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.

Americans conducted 10 billion searches at the core search engines, representing a 5-percent decline versus October. With one less day in the month, November can be a seasonally softer month for search activity. Nearly 5.9 billion core searches were conducted at Google Sites during the month, while Yahoo! Sites recorded 2.2 billion.

comScore Core Search Report\*

November 2007

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

Source: comScore qSearch 2.0

Core Search Entity	Search Queries (MM)		Percent Change
	Oct-07	Nov-07	Novt-07 vs. Oct-07
Total Core Search	10,527	10,030	-4.7%
Google Sites	6,151	5,882	-4.4%
Yahoo! Sites	2,405	2,249	-6.5%
Microsoft Sites	1,036	984	-5.1%
Ask Network	491	463	-5.8%
Time Warner Network	443	453	2.4%

\* 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.

## November U.S. Expanded Search Rankings

In the November 2007 analysis of the Top 50 properties worldwide where search activity is observed, Google Sites led the pack with 7.3 billion searches. Yahoo! Sites ranked second with 2.4 billion searches, followed by Microsoft Sites (984 million), and Time Warner Network (838 million). As a result of search activity likely related to holiday shopping, eBay and Amazon Sites both experienced an increase for the month with 489 million and 178 million queries, respectively.

comScore Expanded Search Query Report  
November 2007  
Total U.S. - Home/Work/University Locations  
Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		Percent
	Oct-07	Nov-07	Change Novt-07 vs. Oct-07
Total Expanded Search	14,471	13,907	-3.9%
Google Sites	7,468	7,326	-1.9%
Google	6,184	5,923	-4.2%
YouTube/All Other	1,284	1,403	9.3%
Yahoo! Sites	2,577	2,395	-7.0%
Yahoo!	2,538	2,358	-7.1%
All Other	39	37	-5.1%
Microsoft Sites	1,058	984	-7.0%
MSN-Windows Live	1,021	947	-7.2%
Microsoft/All Other	37	37	0.0%
Time Warner Network	905	838	-7.4%
AOL	433	445	2.6%
Mapquest/All Other	472	393	-16.7%
eBay	472	489	3.5%
Ask Network	493	464	-6.0%
Ask.com	277	263	-5.1%
MyWebSearch.com/ All Other	216	201	-6.9%
Fox Interactive Media	483	436	-9.8%
MySpace	475	427	-10.0%
All Other	8	9	12.5%
Craigslist.org	214	207	-3.3%
Amazon Sites	146	178	22.0%
Facebook.com	152	119	-21.7%

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. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore 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 analysts 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 more than 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2007 PR Newswire. All rights reserved

News Provided by COMTEX