



comScore Releases July 2010 U.S. Search Engine Rankings

RESTON, Va., Aug 17, 2010 /PRNewswire 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. With the July 2010 qSearch data release, comScore will now be reporting "Explicit Core Search" results alongside its standard "Total Core Search" results in order to provide transparency around the impact of contextually driven searches. For a more detailed explanation behind this reporting enhancement, please refer to the following blog post: http://blog.comscore.com/2010/08/comscore_explicit_core_search.html

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

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

U.S. Explicit Core Search

Google Sites led the U.S. explicit core search market in July with 65.8 percent market share, followed by Yahoo! Sites with 17.1 percent (up 0.4 percentage points) and Microsoft sites with 11.0 percent. Ask network captured 3.8 percent of explicit core searches, followed by AOL LLC with 2.3 percent.

comScore Explicit Core Search Share Report*
July 2010 vs. June 2010
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		Point Change
	Jun-10	Jul-10	
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	66.2%	65.8%	-0.4
Yahoo! Sites	16.7%	17.1%	0.4
Microsoft Sites	11.0%	11.0%	0.0
Ask Network	3.8%	3.8%	0.0
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AOL LLC Network	2.4%	2.3%	-0.1
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*"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.

Nearly 15.6 billion explicit core searches were conducted in July. Google Sites ranked first with 10.3 billion searches, followed by Yahoo! Sites in second with 2.7 billion (up 3 percent) and Microsoft Sites in third with 1.7 billion. Ask Network accounted for 588 million explicit core searches (up 1 percent) followed by AOL LLC Network with 365 million.

comScore Explicit Core Search Query Report
July 2010 vs. June 2010
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Explicit Core Search Queries (MM)		
	Jun-10	Jul-10	Percent Change
Total Explicit Core Search	15,544	15,589	0%
Google Sites	10,292	10,263	0%
Yahoo! Sites	2,594	2,661	3%
Microsoft Sites	1,707	1,712	0%
Ask Network	584	588	1%
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AOL LLC Network	368	365	-1%
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U.S. Total Core Search

Google Sites accounted for 61.6 percent of total core search queries conducted, followed by Yahoo! Sites with 20.1 percent and Microsoft Sites with 12.6 percent. Ask Network captured 3.5 percent of total search queries, followed by AOL LLC with 2.2 percent.

comScore Total Core Search Share Report*
July 2010 vs. June 2010
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Total Core Search Share (%)		
	Jun-10	Jul-10	Point Change
Total Core Search	100.0%	100.0%	N/A
Google Sites	62.6%	61.6%	-1.0
Yahoo! Sites	18.9%	20.1%	1.2
Microsoft Sites	12.7%	12.6%	-0.1
Ask Network	3.6%	3.5%	-0.1
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AOL LLC Network	2.2%	2.2%	0.0
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* "Total Core Search" is based on the five major search engines, including partner searches, cross-channel searches and contextual 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 these numbers.

Americans conducted more than 16.6 billion total core search queries in July with Google Sites leading with 10.3 billion searches, followed by Yahoo! Sites with 3.4 billion and Microsoft Sites with 2.1 billion.

comScore Total Core Search Query Report
July 2010 vs. June 2010
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Total Core Search Queries (MM)
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	Jun-10	Jul-10	Percent Change
Total Core Search	16,439	16,673	1%
Google Sites	10,292	10,263	0%
Yahoo! Sites	3,114	3,351	8%
Microsoft Sites	2,082	2,106	1%
Ask Network	584	588	1%
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AOL LLC Network	368	365	-1%
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About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

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