

comScore Releases December 2009 U.S. Search Engine Rankings

RESTON, Va., Jan 15, 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. In December 2009, Americans conducted 14.7 billion core searches, with Google Sites accounting for 65.7 percent search market share, virtually unchanged from 65.6 percent in November. Microsoft Sites grabbed 10.7 percent market share, up 0.4 percentage points versus November.

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

December 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in December with 65.7 percent of the searches conducted, followed by Yahoo! Sites (17.3 percent), and Microsoft Sites (10.7 percent). Ask Network captured 3.7 percent of the search market, followed by AOL LLC with 2.6 percent.

comScore Core Search Report*

December 2009 vs. November 2009

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

Source: comScore qSearch

Core Search Entity	Share of Searches (%)		
	Nov-09	Dec-09	Point Change
			Dec-09 vs. Nov-09
Total Core Search	100.0%	100.0%	N/A
Google Sites	65.6%	65.7%	0.1
Yahoo! Sites	17.5%	17.3%	-0.2
Microsoft Sites	10.3%	10.7%	0.4
Ask Network	3.8%	3.7%	-0.1
AOL LLC Network	2.8%	2.6%	-0.2

* 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 14.7 billion searches in December, up 2 percent from November. Google Sites accounted for nearly 9.7 billion searches, followed by Yahoo! Sites (2.5 billion), Microsoft Sites (1.6 billion), Ask Network (545 million) and AOL LLC (383 million).

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

Core Search Entity	Search Queries (MM)		
	Nov-09	Dec-09	Percent Change
			Dec-09 vs. Nov-09
Total Core Search	14,445	14,737	2%
Google Sites	9,479	9,688	2%
Yahoo! Sites	2,534	2,544	0%
Microsoft Sites	1,483	1,576	6%
Ask Network	548	545	-1%
AOL LLC	401	383	-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.

December 2009 U.S. Expanded Search Rankings

In the December analysis of the top properties where search activity is observed, Google Sites led the search market with more than 14.0 billion search queries, followed by Yahoo! Sites with 2.6 billion queries and Microsoft Sites with 1.6 billion searches. Bing experienced large growth during the month with a 6-percent increase in query volume to nearly 1.4 billion searches. eBay and Amazon Sites experienced gains in December as retail search activity picked up during the holiday season.

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

Expanded Search Entity	Search Queries (MM)		
	Nov-09	Dec-09	Percent Change
			Dec-09 vs. Nov-09
Total Internet	22,280	22,741	2%
Google Sites	13,751	14,019	2%

Google	9,878	10,101	2%
YouTube/All Other	3,873	3,918	1%
Yahoo! Sites	2,622	2,629	0%
Yahoo!	2,599	2,605	0%
All Other	23	24	4%
Microsoft Sites	1,521	1,620	7%
Bing	1,324	1,399	6%
Microsoft/All Other	197	221	12%
Ask Network	715	696	-3%
ASK.COM	348	332	-5%
MyWebSearch.com/ All Other	367	364	-1%
eBay	635	680	7%
AOL LLC	611	588	-4%
AOL Search Network	349	325	-7%
MapQuest/All Other	262	263	0%
craigslist, inc.	568	583	3%
Fox Interactive Media	447	424	-5%
MySpace Sites	439	416	-5%
All Other	8	8	0%
Facebook.com	354	351	-1%
Amazon Sites	250	302	21%

About comScore

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