



## comScore Releases September 2009 U.S. Search Engine Rankings

RESTON, Va., Oct 14, 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 September 2009, Americans conducted 13.8 billion core searches, with Google Sites accounting for 64.9 percent search market share. Microsoft Sites grabbed 9.4 percent market share, representing a slight gain versus August.

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

### September 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in September with 64.9 percent of the searches conducted, followed by Yahoo! Sites (18.8 percent), and Microsoft Sites (9.4 percent). Ask Network captured 3.9 percent of the search market, followed by AOL LLC with 3.0 percent.

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

| Core Search Entity | Share of Searches (%) |        | Point Change<br>Sep-09 vs.<br>Aug-09 |
|--------------------|-----------------------|--------|--------------------------------------|
|                    | Aug-09                | Sep-09 |                                      |
| Total Core Search  | 100.0%                | 100.0% | N/A                                  |
| Google Sites       | 64.6                  | 64.9   | 0.3                                  |
| Yahoo! Sites       | 19.3                  | 18.8   | -0.5                                 |
| Microsoft Sites    | 9.3                   | 9.4    | 0.1                                  |
| Ask Network        | 3.9                   | 3.9    | 0.0                                  |
| AOL LLC Network    | 3.0                   | 3.0    | 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 13.8 billion searches in September, down 1 percent from August (which had one additional day compared to September). Google Sites accounted for 9 billion searches, followed by Yahoo! Sites (2.6 billion), Microsoft Sites (1.3 billion), Ask Network (541 million) and AOL LLC (416 million).

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

| Core Search Entity | Search Queries (MM) |        | Percent<br>Change<br>Sep-09 vs.<br>Aug-09 |
|--------------------|---------------------|--------|---|
|                    | Aug-09              | Sep-09 |   |
| Total Core Search  | 13,924              | 13,836 | -1%                                       |
| Google Sites       | 8,994               | 8,975  | 0%  |
| Yahoo! Sites       | 2,685               | 2,600  | -3%                                       |
| Microsoft Sites    | 1,288               | 1,305  | 1%  |
| Ask Network        | 541                 | 541    | 0%  |
| AOL LLC            | 415                 | 416    | 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.

### September 2009 U.S. Expanded Search Rankings

In the September analysis of the top properties where search activity is observed, Google Sites led the search market with 12.8 billion search queries, followed by Yahoo! Sites with 2.7 billion queries and Microsoft Sites with nearly 1.4 billion searches. Facebook.com experienced the largest growth of the top ten expanded search properties with a 19-percent increase in query volume to 384 million searches.

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

| Expanded Search Entity | Search Queries (MM) |        | Percent<br>Change<br>Sep-09 vs.<br>Aug-09 |
|------------------------|---------------------|--------|---|
|                        | Aug-09              | Sep-09 |   |
| Total Internet         | 21,801              | 21,334 | -2%                                       |
| Google Sites           | 13,006              | 12,839 | -1%                                       |
| Google                 | 9,437               | 9,373  | -1%                                       |
| YouTube/All Other      | 3,569               | 3,466  | -3%                                       |
| Yahoo! Sites           | 2,800               | 2,692  | -4%                                       |
| Yahoo!                 | 2,776               | 2,668  | -4%                                       |

|                               |       |       |      |
|-------------------------------|-------|-------|------|
| All Other                     | 24    | 24    | 0%   |
| Microsoft Sites               | 1,343 | 1,352 | 1%   |
| Bing                          | 1,151 | 1,156 | 0%   |
| Microsoft/All Other           | 192   | 196   | 2%   |
| Ask Network                   | 646   | 718   | 11%  |
| ASK.COM                       | 343   | 339   | -1%  |
| MyWebSearch.com/<br>All Other | 303   | 379   | 25%  |
| AOL LLC                       | 673   | 625   | -7%  |
| AOL Search Network            | 354   | 366   | 3%   |
| MapQuest/All Other            | 319   | 259   | -19% |
| craigslist, inc.              | 682   | 624   | -9%  |
| eBay                          | 650   | 621   | -4%  |
| Fox Interactive Media         | 569   | 500   | -12% |
| MySpace Sites                 | 562   | 494   | -12% |
| All Other                     | 7     | 6     | -14% |
| Facebook.com                  | 324   | 384   | 19%  |
| Amazon Sites                  | 216   | 191   | -12% |

#### 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](http://www.comscore.com/companyinfo).

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