



comScore Releases March 2009 U.S. Search Engine Rankings

RESTON, Va., April 15, 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 March 2009, Americans conducted 14.3 billion core searches, a 9-percent gain versus February.

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

March 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in March with 63.7 percent of the searches conducted, followed by Yahoo! Sites (20.5 percent), Microsoft Sites (8.3 percent), Ask Network (3.8 percent) and AOL LLC (3.7 percent).

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

Share of Searches (%)

Core Search Entity	Point Change		
	Feb-09	Mar-09	Mar-09 vs. Feb-09
Total Core Search	100.0	100.0	N/A
Google Sites	63.3	63.7	0.4
Yahoo! Sites	20.6	20.5	-0.1
Microsoft Sites	8.2	8.3	0.1
Ask Network	4.1	3.8	-0.3
AOL LLC	3.9	3.7	-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 14.3 billion searches at the core search engines, up 9 percent from February. Google Sites accounted for 9.1 billion core searches, followed by Yahoo! Sites with 2.9 billion and Microsoft Sites with 1.2 billion.

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

Search Queries (MM)

Core Search Entity	Percent Change		
	Feb-09	Mar-09	Mar-09 vs. Feb-09
Total Core Search	13,104	14,331	9%
Google Sites	8,293	9,125	10%
Yahoo! Sites	2,696	2,939	9%
Microsoft Sites	1,073	1,191	11%
Ask Network	536	547	2%
AOL LLC	507	529	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.

March 2009 U.S. Expanded Search Rankings

In the comScore March 2009 analysis of the top properties where search activity is observed, Google Sites led with 12.4 billion searches, up 10 percent versus February. Yahoo! Sites ranked second with 3.1 billion searches, followed by Microsoft Sites (1.2 billion) and AOL LLC (813 million).

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

Search Queries (MM)

Expanded Search Entity	Feb-09	Mar-09	Percent Change Mar-09 vs. Feb-09
Total Expanded Search	19,176	21,038	10%
Google Sites	11,250	12,362	10%
Google	8,541	9,419	10%
YouTube/All Other	2,709	2,943	9%
Yahoo! Sites	2,828	3,083	9%
Yahoo!	2,804	3,058	9%
All Other	24	25	4%
Microsoft Sites	1,109	1,235	11%
MSN-Windows Live	1,015	1,136	12%
Microsoft/All Other	94	99	5%
AOL LLC	761	813	7%
AOL Search Network	439	445	1%
MapQuest/All Other	322	368	14%
Ask Network	678	696	3%
Ask.com	384	382	-1%
MyWebSearch.com/All Other	294	314	7%
Fox Interactive Media	487	581	19%
MySpace	479	573	20%
All Other	8	8	0%
craigslist, inc.	511	559	9%
eBay	513	545	6%
Facebook.com	206	246	19%
Amazon Sites	170	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

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