



comScore Releases December U.S. Search Engine Rankings

RESTON, Va., Jan 23, 2008 /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 December 2007, Google Sites remained the top search property with 5.6 billion core searches conducted, representing a 58.4 percent share of the search market.

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

December U.S. Core Search Rankings

In December, Google Sites' share of core searches stood at 58.4 percent. Yahoo! Sites ranked second with 22.9 percent, followed by Microsoft Sites (9.8 percent), Time Warner Network (4.6 percent), and Ask Network (4.3 percent). Yahoo! Sites experienced the most significant market share increase, gaining 0.5 share points versus the previous month.

comScore Core Search Report*

December 2007

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

Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change
	Nov-07	Dec-07	Dec-07 vs. Nov-07
Total Core Search	100.0 %	100.0 %	0.0
Google Sites	58.6 %	58.4 %	-0.2
Yahoo! Sites	22.4 %	22.9 %	0.5
Microsoft Sites	9.8 %	9.8 %	0.0
Time Warner Network	4.5 %	4.6 %	0.1
Ask Network	4.6 %	4.3 %	-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 9.6 billion searches at the core search engines, representing a 3.9-percent decline versus November. With many Americans traveling and spending time away from home during the holidays, search activity typically experiences a seasonal decline during December. Google Sites saw 5.6 billion core searches during the month, while Yahoo! Sites recorded 2.2 billion.

comScore Core Search Report*

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Source: comScore qSearch 2.0

Search Queries (MM)

Percent Change

			Dec-07 vs.
Core Search Entity	Nov-07	Dec-07	Nov-07
Total Core Search	10,030	9,636	-3.9 %
Google Sites	5,882	5,629	-4.3 %
Yahoo! Sites	2,249	2,211	-1.7 %
Microsoft Sites	984	940	-4.5 %
Time Warner Network	453	442	-2.6 %
Ask Network	463	415	-10.3 %

* 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.

December U.S. Expanded Search Rankings

In the December 2007 analysis of the Top 50 properties worldwide where search activity is observed, Google Sites leads with 7.2 billion searches. Yahoo! Sites ranked second with 2.4 billion searches, followed by Microsoft Sites (963 million), and Time Warner Network (784 million). eBay (up 3.9 percent) and Amazon Sites (up 20.8 percent) were among the few sites experiencing gains, as holiday shoppers contributed to increased search activity on these sites. Craigslist.org (up 6.3 percent) also experienced gains in December.

comScore Expanded Search Query Report

December 2007

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

Source: comScore qSearch 2.0

	Search Queries (MM)			Percent Change Dec-07 vs.
Expanded Search Entity	Nov-07	Dec-07	Nov-07	
Total Expanded Search	13,907	13,523	-2.8 %	
Google Sites	7,326	7,165	-2.2 %	
Google	5,923	5,651	-4.6 %	
YouTube/All Other	1,403	1,514	7.9 %	
Yahoo! Sites	2,395	2,363	-1.3 %	
Yahoo!	2,358	2,326	-1.4 %	
All Other	37	37	0.0 %	
Microsoft Sites	984	963	-2.1 %	
MSN-Windows Live	947	927	-2.1 %	
Microsoft/All Other	37	36	-2.7 %	
Time Warner Network	838	784	-6.4 %	
AOL	445	434	-2.5 %	
MapQuest/All Other	393	350	-10.9 %	
eBay	489	508	3.9 %	
Ask Network	464	416	-10.3 %	
Ask.com	263	238	-9.5 %	
MyWebSearch.com/ All Other	201	178	-11.4 %	
Fox Interactive Media	436	350	-19.7 %	
MySpace	427	342	-19.9 %	
All Other	9	8	-11.1 %	
Craigslist.org	207	220	6.3 %	
Amazon Sites	178	215	20.8 %	
Facebook.com	119	102	-14.3 %	

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>

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