

## comScore Releases January 2011 U.S. Search Engine Rankings

RESTON, Va., Feb. 11, 2011 /PRNewswire/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly [comScore qSearch](#) analysis of the U.S. search marketplace. Google Sites led the explicit core search market in January with 65.6 percent of searches conducted.

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

### U.S. Explicit Core Search

Google Sites led the U.S. explicit core search market in January with 65.6 percent market share, followed by Yahoo! Sites with 16.1 percent and Microsoft sites with 13.1 percent (up 1.1 percentage points). Ask Network accounted for 3.4 percent of explicit core searches, followed by AOL LLC Network with 1.7 percent.

comScore Explicit Core Search Share Report*			
January 2011 vs. December 2010			
Total U.S. — Home/Work/University Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	Dec-10	Jan-11	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	66.6%	65.6%	-1.0
Yahoo! Sites	16.0%	16.1%	0.1
Microsoft Sites	12.0%	13.1%	1.1
Ask Network	3.5%	3.4%	-0.1
AOL LLC Network	1.9%	1.7%	-0.2

\*"Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.

Nearly 17 billion explicit core searches were conducted in January. Google Sites ranked first with 11.1 billion searches. Yahoo! Sites came in second with 2.7 billion, followed by Microsoft Sites with nearly 2.2 billion (up 13 percent), Ask Network with 576 million and AOL LLC Network with 296 million.

comScore Explicit Core Search Query Report			
January 2011 vs. December 2010			
Total U.S. — Home/Work/University Locations			
Source: comScore qSearch			
Core Search Entity	Explicit Core Search Queries (MM)		
	Dec-10	Jan-11	Percent Change
Total Explicit Core Search	16,443	16,950	3%
Google Sites	10,957	11,121	1%
Yahoo! Sites	2,631	2,729	4%
Microsoft Sites	1,967	2,229	13%
Ask Network	575	576	0%
AOL LLC Network	312	296	-5%

### U.S. Total Core Search

Google Sites accounted for 64.6 percent of total core search queries conducted, followed by Yahoo! Sites with 17.9 percent and Microsoft Sites with 12.8 percent (up 0.8 percentage points). Ask Network comprised 3.1 percent of total search queries, followed by AOL LLC Network with 1.6 percent.

<b>comScore Total Core Search Share Report*</b>			
<b>January 2011 vs. December 2010</b>			
<b>Total U.S. — Home/Work/University Locations</b>			
<b>Source: comScore qSearch</b>			
<b>Core Search Entity</b>	<b>Total Core Search Share (%)</b>		
	<b>Dec-10</b>	<b>Jan-11</b>	<b>Point Change</b>
<i>Total Core Search</i>	100.0%	100.0%	N/A
Google Sites	64.3%	64.6%	0.3
Yahoo! Sites	18.8%	17.9%	-0.9
Microsoft Sites	12.0%	12.8%	0.8
Ask Network	3.2%	3.1%	-0.1
AOL LLC Network	1.7%	1.6%	-0.1

\* "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 18.6 billion total core search queries in January. Google Sites ranked first with 12 billion searches, followed by Yahoo! Sites with 3.3 billion and Microsoft Sites with 2.4 billion.

<b>comScore Total Core Search Query Report</b>			
<b>January 2011 vs. December 2010</b>			
<b>Total U.S. — Home/Work/University Locations</b>			
<b>Source: comScore qSearch</b>			
<b>Core Search Entity</b>	<b>Total Core Search Queries (MM)</b>		
	<b>Dec-10</b>	<b>Jan-11</b>	<b>Percent Change</b>
<i>Total Core Search</i>	18,220	18,555	2%
Google Sites	11,716	11,987	2%
Yahoo! Sites	3,434	3,313	-4%
Microsoft Sites	2,183	2,383	9%
Ask Network	575	576	0%
AOL LLC Network	312	296	-5%

## "Powered By" Reporting

In order to accurately represent the continued evolution of the search landscape, comScore is providing insight into the share of algorithmic explicit searches that are powered by Google and Bing, and branded as such to the consumer. Google's "powered by" share is composed of searches conducted at Google entities, as well as branded searches at AOL and Ask. Bing's "powered by" share is composed of searches conducted at Microsoft entities as well as branded Yahoo! entities.

In January, 68.2 percent of searches carried organic search results from Google, while 25.6 percent of searches were powered by Bing organic results.

## About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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