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comScore Releases May 2009 U.S. Search Engine Rankings

RESTON, Va., June 17, 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 May 2009, Americans conducted 14.3 billion core searches.

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

May 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in April with 65.0 percent of the searches conducted, followed by Yahoo! Sites (20.1 percent), Microsoft Sites (8.0 percent), Ask Network (3.9 percent) and AOL LLC (3.1 percent).

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comScore Core Search Report*
May 2009 vs. April 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch
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	Share of Searches (%)		Point Change May-09 vs.
Core Search Entity	Apr-09	May-09	Apr-09
Total Core Search	100.0	100.0	N/A
Google Sites	64.2	65.0	0.8
Yahoo! Sites	20.4	20.1	-0.3
Microsoft Sites**	8.2	8.0	-0.2
Ask Network	3.8	3.9	0.1
AOL LLC	3.4	3.1	-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.

** May data does not include search activity at Microsoft Bing, which was launched on June 1. Microsoft Bing will be included with June qSearch data.

Americans conducted 14.3 billion searches at the core search engines. Google Sites accounted for 9.3 billion core searches, followed by Yahoo! Sites with 2.9 billion and Microsoft Sites with 1.1 billion.

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comScore Core Search Report*
May 2009 vs. April 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch
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	Search Queries (MM)		Percent Change May-09 vs.
Core Search Entity	Apr-09	May-09	Apr-09
Total Core Search	14,751	14,327	-3
Google Sites	9,476	9,307	-2
Yahoo! Sites	3,008	2,877	-4
Microsoft Sites**	1,208	1,149	-5
Ask Network	563	555	-1

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                                 AOL LLC                    496        438         -12
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May 2009 U.S. Expanded Search Rankings

In the comScore May 2009 analysis of the top properties where search activity is observed, Google Sites led with 13 billion searches. Yahoo! Sites ranked second with 3 billion searches, followed by Microsoft Sites (1.2 billion) and AOL LLC (721 million).

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    comScore Expanded Search Query Report
    May 2009 vs. April 2009
    Total U.S. - Home/Work/University Locations
    Source: comScore qSearch
                                     Search Queries (MM)
                                                         Percent
                                                          Change
                                                        May-09 vs.
    Expanded Search Entity           Apr-09       May-09     Apr-09

    Total Expanded Search            22,067       21,818        -1%
    Google Sites                     13,041       13,035         0%
         Google                       9,830        9,680        -2%
         YouTube/All Other            3,211        3,355         4%
    Yahoo! Sites                      3,161        3,021        -4%
         Yahoo!                       3,135        2,995        -4%
         All Other                       26           26         0%
    Microsoft Sites*                  1,250        1,194        -4%
         MSN-Windows Live             1,158        1,103        -5%
         Microsoft/All Other            92           91        -1%
    AOL LLC                            795          721        -9%
         AOL Search Network            427          374       -12%
         MapQuest/All Other            368          347        -6%
    Ask Network                        705          691        -2%
         Ask.com                       402          382        -5%
         MyWebSearch.com/ All Other    303          309         2%
    craigslist, inc.                   583          651        12%
    Fox Interactive Media              666          644        -3%
         MySpace Sites                 658          636        -3%
         All Other                       8            8         0%
    eBay                               654          634        -3%
    Amazon Sites                       188          185        -2%
    Facebook.com                       176          184         5%
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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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