



comScore Releases October 2008 U.S. Search Engine Rankings

RESTON, Va., Nov 26, 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 U.S. search marketplace. In October 2008, Americans conducted 12.6 billion core searches, up 7 percent versus September, as Google Sites maintained its top position with more than 63 percent of all core searches conducted.

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

October 2008 U.S. Core Search Rankings

Google Sites led the U.S. core search market in October with 63.1 percent of the searches conducted, up 0.2 percentage points from September, followed by Yahoo! Sites (20.5 percent), Microsoft Sites (8.5 percent), Ask Network (4.2 percent), and AOL LLC (3.7 percent).

comScore Core Search Report*
October 2008 vs. September 2008
Total U.S. -- Home/Work/University Locations
Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		
	Sep-08	Oct-08	Point Change Oct-08 vs. Sep-08
Total Core Search	100.0	100.0	N/A
Google Sites	62.9	63.1	0.2
Yahoo! Sites	20.2	20.5	0.3
Microsoft Sites	8.5	8.5	0.0
Ask Network	4.3	4.2	-0.1
AOL LLC	4.1	3.7	-0.4

* 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.

Americans conducted 12.6 billion searches at the core search engines, a 7- percent gain versus September. Google Sites handled 8 billion core searches (up 7 percent), followed by Yahoo! Sites with 2.6 billion (up 9 percent) and Microsoft Sites with 1.1 billion (up 8 percent).

comScore Core Search Report*
October 2008 vs. September 2008
Total U.S. -- Home/Work/University Locations
Source: comScore qSearch 2.0

Core Search Entity	Search Queries (MM)		
	Sep-08	Oct-08	Percent Change Oct-08 vs. Sep-08
Total Core Search	11,798	12,642	7%
Google Sites	7,422	7,971	7%
Yahoo! Sites	2,386	2,589	9%
Microsoft Sites	998	1,080	8%
Ask Network	510	530	4%
AOL LLC	481	472	-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.

October U.S. Expanded Search Rankings

In the comScore October 2008 analysis of the top properties where search activity is observed, Google Sites led with 10.8 billion searches, a 6-percent increase versus September. Yahoo! Sites ranked second with 2.7 billion searches, followed by Microsoft Sites with 1.1 billion and AOL LLC with 770 million.

comScore Expanded Search Query Report
 October 2008 vs. September 2008
 Total U.S. -- Home/Work/University Locations
 Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		
	Sep-08	Oct-08	Percent Change
	Oct-08 vs. Sep-08		
Total Expanded Search	17,359	18,389	6%
Google Sites	10,109	10,759	6%
Google	7,632	8,179	7%
YouTube/All Other	2,477	2,580	4%
Yahoo! Sites	2,511	2,715	8%
Yahoo!	2,483	2,685	8%
All Other	28	30	7%
Microsoft Sites	1,037	1,125	8%
MSN-Windows Live	958	1,035	8%
Microsoft/All Other	79	90	14%
AOL LLC	795	770	-3%
AOL Search Network	448	424	-5%
MapQuest/All Other	347	346	0%
Ask Network	649	683	5%
Ask.com	361	362	0%
MyWebSearch.com/ All Other	288	321	11%
Fox Interactive Media	624	574	-8%
MySpace	614	563	-8%
All Other	10	11	10%
eBay	411	464	13%
Craigslist.org	368	378	3%
Facebook.com	183	185	1%
Amazon Sites	143	138	-3%

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 <http://www.comscore.com/boilerplate>

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX