

61 Billion Searches Conducted Worldwide in August

GOOGLE RANKS AS TOP GLOBAL SEARCH PROPERTY comScore Introduces First Comprehensive Worldwide Reporting of the Search Market

RESTON, Va., Oct 10, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the first comprehensive study of worldwide search activity, based on data from its qSearch 2.0 service. comScore qSearch 2.0 offers the first panoramic worldwide view of online search activity, providing granular, in-depth analysis of the search universe reported from the top 50 worldwide Internet properties where search activity is observed. The study found that more than 750 million people age 15 and older -- or 95 percent of the worldwide Internet audience -- conducted 61 billion searches worldwide in August, an average of more than 80 searches per searcher.

Search Activity across Worldwide Regions

The Asia-Pacific region, which includes large markets such as China, Japan and India, saw 258 million unique searchers conduct 20.3 billion searches. Europe reported the second-most searchers (210 million) and searches (18 billion), followed by North America, with 206 million searchers and 16 billion searches. The Latin American region demonstrated the heaviest search activity per person, with more than 95 searches per searcher in August. The search market in the Middle East-Africa region is the most underdeveloped thus far, with the fewest searchers (30 million), searches (2 billion), and searches per searcher (70).

"comScore's ability to look at search on a global, regional and country level provides unparalleled insight into the evolving search landscape that was not available previously," said Bob Ivins, executive vice president of International Markets at comScore. "With the tremendous volume of search activity occurring around the world, search continues to present an abundance of marketing opportunities to companies on both a global and local scale."

Worldwide Search by Region August 2007

Total World Age 15+, Home and Work Locations*
Source: comScore qSearch 2.0

Total Internet -- By Region	Unique Searchers (000)	Searches (MM)	Searches Per Searcher
Worldwide	754,459	61,036	80.9
Asia-Pacific	257,952	20,295	78.7
Europe	209,678	17,846	85.1
North America	206,278	15,976	77.4
Latin America	49,995	4,784	95.7
Middle East - Africa	30,556	2,134	69.8

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

Top Worldwide Search Properties

Google Sites ranked as the top worldwide search property in August with 37.1 billion searches conducted. Of that total number, 31 billion occurred at the Google search engine and 5 billion occurred at YouTube.com. Yahoo! Sites ranked second with 8.5 billion searches, while Baidu.com, a Chinese language search engine, followed in third place with more than 3.2 billion searches. Microsoft Sites ranked in fourth place worldwide, while Korea's NHN Corporation, which owns Naver.com, ranked fifth with 2 billion searches worldwide.

Top 10 Search Properties Worldwide*

August 2007

Total World Age 15+, Home and Work Locations*

*Source: comScore qSearch 2.0

Search Property	Searches (MM)
Worldwide	61,036
Google Sites	37,094
Yahoo! Sites	8,549
Baidu.com Inc.	3,253
Microsoft Sites	2,166
NHN Corporation	2,044
eBay	1,319
Time Warner Network	1,212
Ask Network	743
Fox Interactive Media	683
Lycos, Inc.	441

* Search properties based on top 50 properties worldwide where search activity is observed.

** Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

Continued Mr. Ivins, "Seeing Asian search engines like China's Baidu.com and Korea's NHN ranked alongside Google and Yahoo! underscores the fact that search has become a truly global phenomenon. The continued development of search in international markets will undoubtedly present compelling opportunities for savvy marketers on a global scale."

For 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 700 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, NestlA(C), Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

SOURCE comScore, Inc.

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

Copyright (C) 2007 PR Newswire. All rights reserved

News Provided by COMTEX