



comScore Releases August 2009 U.S. Search Engine Rankings

RESTON, Va., Sept 22, 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 August 2009, Americans conducted more than 13.9 billion core searches, with Google Sites accounting for 64.6 percent search market share. Microsoft Sites grabbed 9.3 percent market share, a 0.4-percentage point gain versus July.

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

August 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in August with 64.6 percent of the searches conducted, followed by Yahoo! Sites (19.3 percent), and Microsoft Sites (9.3 percent). Ask Network captured 3.9 percent of the search market, followed by AOL LLC with 3.0 percent.

comScore Core Search Report*
August 2009 vs. July 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Core Search Entity	Share of Searches (%)		Point Change Aug-09 vs. Jul-09
	Jul-09	Aug-09	
Total Core Search	100.0%	100.0%	N/A
Google Sites	64.7%	64.6%	-0.1
Yahoo! Sites	19.3%	19.3%	0.0
Microsoft Sites	8.9%	9.3%	0.4
Ask Network	3.9%	3.9%	0.0
AOL LLC Network	3.1%	3.0%	-0.1

* 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 13.9 billion searches in August, up 3 percent from July. Google Sites accounted for 9 billion searches, followed by Yahoo! Sites (2.7 billion), Microsoft Sites (1.3 billion), Ask Network (541 million) and AOL LLC (415 million).

comScore Core Search Report*
August 2009 vs. July 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Search Queries (MM)

Percent Change

Core Search Entity	Jul-09	Aug-09	Aug-09 vs. Jul-09
-----	-----	-----	-----
Total Core Search	13,575	13,924	3%
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Google Sites	8,783	8,994	2%
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Yahoo! Sites	2,625	2,685	2%
-----	-----	-----	-----
Microsoft Sites	1,208	1,288	7%
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Ask Network	536	541	1%
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AOL LLC	424	415	-2%
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* 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.

August 2009 U.S. Expanded Search Rankings

In the August 2009 analysis of the top properties where search activity is observed, Google Sites led the search market with 13 billion search queries, followed by Yahoo! Sites with 2.8 billion queries. Microsoft Sites ranked third with more than 1.3 billion searches, up 6 percent from July, followed by craigslist, inc. with 682 million searches. Facebook.com experienced the largest growth of the top ten expanded search properties with a 20-percent increase in query volume to 324 million searches.

comScore Expanded Search Query Report
August 2009 vs. July 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Expanded Search Entity	Jul-09	Aug-09	Percent Change Aug-09 vs. Jul-09
-----	-----	-----	-----
Total Internet	21,558	21,801	1%
-----	-----	-----	-----
Google Sites	12,851	13,006	1%
-----	-----	-----	-----
Google	9,217	9,437	2%
-----	-----	-----	-----
YouTube/All Other	3,634	3,569	-2%
-----	-----	-----	-----
Yahoo! Sites	2,762	2,800	1%
-----	-----	-----	-----
Yahoo!	2,738	2,776	1%
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All Other	24	24	0%
-----	-----	-----	-----
Microsoft Sites	1,262	1,343	6%
-----	-----	-----	-----
Bing	1,076	1,151	7%
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Microsoft/All Other	186	192	3%
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craigslist, inc.	673	682	1%
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AOL LLC	697	673	-3%
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AOL Search Network	362	354	-2%
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MapQuest/All Other	335	319	-5%
-----	---	---	---
eBay	709	650	-8%
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Ask Network	613	646	5%
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ASK.COM	338	343	1%
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MyWebSearch.com/ All Other	275	303	10%
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Fox Interactive Media	603	569	-6%
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MySpace Sites	596	562	-6%
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All Other	7	7	0%
-----	---	---	---
Facebook.com	270	324	20%
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Amazon Sites	197	216	10%
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About comScore

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