



comScore Releases March 2008 U.S. Search Engine Rankings

RESTON, Va., April 15, 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. March 2008 saw Americans conduct 10.8 billion core searches, representing a 9-percent increase versus February.

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

March 2008 U.S. Core Search Rankings

In March, Google Sites extended its share of core searches to 59.8 percent, up from 59.2 percent the previous month. Yahoo! Sites ranked second with 21.3 percent, followed by Microsoft Sites (9.4 percent), AOL LLC (4.8 percent), and Ask Network (4.7 percent).

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

Core Search Entity	Share of Searches (%)		Point Change
	Feb-08	Mar-08	Mar-08 vs. Feb-08
Total Core Search	100.0%	100.0%	0.0
Google Sites	59.2%	59.8%	0.6
Yahoo! Sites	21.6%	21.3%	-0.3
Microsoft Sites	9.6%	9.4%	-0.2
AOL LLC	4.9%	4.8%	-0.1
Ask Network	4.6%	4.7%	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 10.8 billion searches at the core search engines, representing a 9-percent gain versus February. Each of the five core search engines experienced search query gains during the month. Google Sites saw more than 6.4 billion core searches, followed by Yahoo! Sites with 2.3 billion, and Microsoft Sites with 1 billion.

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

Core Search Entity	Search Queries (MM)		Point Change
	Feb-08	Mar-08	Mar-08 vs. Feb-08
Total Core Search	9,882	10,771	9%
Google Sites	5,855	6,438	10%
Yahoo! Sites	2,136	2,296	7%
Microsoft Sites	953	1,012	6%

AOL LLC	488	521	7%
Ask Network	450	503	12%

* 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.

March U.S. Expanded Search Rankings

In the March 2008 analysis of the Top 50 properties where search activity is observed, Google Sites led with 8.3 billion searches. Yahoo! Sites ranked second with 2.4 billion searches, followed by Microsoft Sites (more than 1 billion), and AOL LLC (891 million).

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

Expanded Search Entity	Search Queries (MM)		Point Change
	Feb-08	Mar-08	Mar-08 vs. Feb-08
Total Expanded Search	13,806	15,088	9%
Google Sites	7,390	8,267	12%
Google	5,917	6,531	10%
YouTube/All Other	1,473	1,736	18%
Yahoo! Sites	2,262	2,391	6%
Yahoo!	2,234	2,359	6%
All Other	28	32	14%
Microsoft Sites	984	1,054	7%
MSN-Windows Live	952	1,019	7%
Microsoft/All Other	32	35	9%
AOL LLC	864	891	3%
AOL	493	527	7%
MapQuest/All Other	371	364	-2%
Ask Network	452	506	12%
Ask.com	283	316	12%
MyWebSearch.com/ All Other	169	190	12%
eBay	480	474	-1%
Fox Interactive Media	337	377	12%
MySpace	330	368	12%
All Other	7	9	29%
Craigslist.org	239	277	16%
Amazon Sites	139	149	7%
Facebook.com	103	107	4%

To request 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. For more information, please visit www.comscore.com/boilerplate

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