

comScore Releases July 2008 U.S. Search Engine Rankings

RESTON, Va., Aug 21, 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 July 2008, Americans conducted 11.8 billion core searches (up 2 percent versus June) as Google Sites slightly extended its lead in core search market share by 0.4 percentage points.

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

July 2008 U.S. Core Search Rankings

Google Sites led the U.S. core search market in July with 61.9 percent of the searches conducted, up from 61.5 percent in June, followed by Yahoo! Sites (20.5 percent), Microsoft Sites (8.9 percent), Ask Network (4.5 percent), and AOL LLC (4.2 percent).

comScore Core Search Report*

July 2008 vs. June 2008

Total U.S. - Home/Work/University Locations

Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change Jun-08 vs.
	Jun-08	Jul-08	May-08
Total Core Search	100.0%	100.0%	NA
Google Sites	61.5%	61.9%	0.4
Yahoo! Sites	20.9%	20.5%	-0.4
Microsoft Sites	9.2%	8.9%	-0.3
Ask Network	4.3%	4.5%	0.2
AOL LLC	4.1%	4.2%	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 11.8 billion searches at the core search engines, representing a 2-percent gain versus June. Google Sites handled nearly 7.3 billion core searches (up 2 percent), followed by Yahoo! Sites with 2.4 billion and Microsoft Sites with 1 billion.

comScore Core Search Report*

July 2008 vs. June 2008

Total U.S. - Home/Work/University Locations

Source: comScore qSearch 2.0

Core Search Entity	Search Queries (MM)		Percent Change Jun-08 vs.
	Jun-08	Jul-08	May-08
Total Core Search	11,541	11,753	2%
Google Sites	7,096	7,273	2%

Yahoo! Sites	2,416	2,405	0%
Microsoft Sites	1,056	1,045	-1%
Ask Network	501	531	6%
AOL LLC	471	499	6%

* 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.

July U.S. Expanded Search Rankings

In the comScore July 2008 analysis of the top properties where search activity is observed, Google Sites led with 9.9 billion searches, a 4-percent increase versus June. Yahoo! Sites ranked second with 2.5 billion searches, followed by Microsoft Sites with 1.1 billion and AOL LLC with 814 million.

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

Search Queries (MM)			Percent Change Jul-08 vs. Jun-08
Expanded Search Entity	Jun-08	Jul-08	
Total Expanded Search	16,668	17,158	3%
Google Sites	9,601	9,945	4%
Google	7,277	7,463	3%
YouTube/All Other	2,324	2,482	7%
Yahoo! Sites	2,570	2,546	-1%
Yahoo!	2,530	2,510	-1%
All Other	40	36	-10%
Microsoft Sites	1,102	1,090	-1%
MSN-Windows Live	1,069	1,058	-1%
Microsoft/All Other	33	32	-3%
AOL LLC	792	814	3%
AOL Search Network	430	452	5%
MapQuest/All Other	362	362	0%
Fox Interactive Media	457	547	20%
MySpace	448	539	20%
All Other	9	8	-11%
Ask Network	506	535	6%
Ask.com	341	364	7%
MyWebSearch.com/			
All Other	165	171	4%
eBay	444	435	-2%
Craigslist.org	342	340	-1%
Facebook.com	157	173	10%
Amazon Sites	152	166	9%

To request more information on comScore qSearch 2.0, please visit <http://www.comscore.com/contact>

About comScore

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