



comScore Releases January 2009 U.S. Search Engine Rankings

RESTON, Va., Feb 18, 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 January 2009, Americans conducted 13.5 billion core searches, a 7-percent gain versus December 2008.

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

January 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in December with 63.0 percent of the searches conducted, followed by Yahoo! Sites (21.0 percent), Microsoft Sites (8.5 percent), AOL LLC (3.9 percent) and Ask Network (3.7 percent).

comScore Core Search Report*
January 2009 vs. December 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

Share of Searches (%)

Core Search Entity	Dec-08	Jan-09	Point Change
			Jan-09 vs. Dec-08
Total Core Search	100.0	100.0	N/A
Google Sites	63.5	63.0	-0.5
Yahoo! Sites	20.5	21.0	0.5
Microsoft Sites	8.3	8.5	0.2
AOL LLC	3.8	3.9	0.1
Ask Network	3.9	3.7	-0.2

* 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.

Americans conducted 13.5 billion searches at the core search engines, up 7 percent from December. Google Sites handled 8.5 billion core searches, followed by Yahoo! Sites with 2.8 billion and Microsoft Sites with 1.1 billion.

comScore Core Search Report*
January 2009 vs. December 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

Search Queries (MM)

Core Search Entity	Dec-08	Jan-09	Percent Change
			Jan-09 vs. Dec-08
Total Core Search	12,650	13,496	7%

Google Sites	8,036	8,497	6%
Yahoo! Sites	2,593	2,836	9%
Microsoft Sites	1,055	1,136	8%
AOL LLC	478	520	9%
Ask Network	488	497	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.

January 2009 U.S. Expanded Search Rankings

In the comScore January 2009 analysis of the top properties where search activity is observed, Google Sites led with 11.7 billion searches, up 5 percent versus December. Yahoo! Sites ranked second with nearly 3 billion searches, followed by Microsoft Sites (1.2 billion) and AOL LLC (781 million).

comScore Expanded Search Query Report
 January 2009 vs. December 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		
	Dec-08	Jan-09	Percent Change Jan-09 vs. Dec-08
Total Expanded Search	18,688	19,979	7%
Google Sites	11,152	11,714	5%
Google	8,247	8,731	6%
YouTube/All Other	2,905	2,983	3%
Yahoo! Sites	2,714	2,979	10%
Yahoo!	2,686	2,952	10%
All Other	28	27	-4%
Microsoft Sites	1,092	1,188	9%
MSN-Windows Live	997	1,084	9%
Microsoft/All Other	95	104	9%
AOL LLC	740	781	6%
AOL Search Network	424	452	7%
MapQuest/All Other	316	329	4%
Ask Network	620	645	4%
Ask.com	308	317	3%
MyWebSearch.com/ All Other	312	328	5%
Fox Interactive Media	526	558	6%
MySpace	516	550	7%
All Other	10	8	-20%
eBay	500	541	8%
Craigslist.org	387	497	28%
Amazon Sites	204	196	-4%
Facebook.com	161	195	21%

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/companyinfo>

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