



comScore Releases November 2008 U.S. Search Engine Rankings

RESTON, Va., Dec 19, 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 November 2008, Americans conducted 12.3 billion core searches, a 3-percent decline versus October, which can primarily be attributed to November having one fewer days in the month.

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

November 2008 U.S. Core Search Rankings

Google Sites led the U.S. core search market in November with 63.5 percent of the searches conducted, up 0.4 percentage points from October, followed by Yahoo! Sites (20.4 percent), Microsoft Sites (8.3 percent), Ask Network (4.0 percent), and AOL LLC (3.8 percent).

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

Core Search Entity	Share of Searches (%)		Point Change
	Oct-08	Nov-08	Nov-08 vs. Oct-08
Total Core Search	100.0	100.0	N/A
Google Sites	63.1	63.5	0.4
Yahoo! Sites	20.5	20.4	-0.1
Microsoft Sites	8.5	8.3	-0.2
Ask Network	4.2	4.0	-0.2
AOL LLC	3.7	3.8	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 12.3 billion searches at the core search engines, down 3 percent from October. Google Sites handled 7.8 billion core searches, followed by Yahoo! Sites with 2.5 billion and Microsoft Sites with 1 billion.

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

Core Search Entity	Search Queries (MM)		Percent Change
	Oct-08	Nov-08	Nov-08 vs. Oct-08
Total Core Search	12.3	12.0	-2.4
Google Sites	7.8	7.9	1.3
Yahoo! Sites	2.5	2.4	-4.0
Microsoft Sites	1.0	0.9	-10.0
Ask Network	0.4	0.4	0.0
AOL LLC	0.6	0.6	0.0

Total Core Search	12,642	12,264	-3%
Google Sites	7,971	7,784	-2%
Yahoo! Sites	2,589	2,506	-3%
Microsoft Sites	1,080	1,015	-6%
Ask Network	530	494	-7%
AOL LLC	472	465	-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.

November U.S. Expanded Search Rankings

In the comScore November 2008 analysis of the top properties where search activity is observed, Google Sites led with 10.8 billion searches, flat versus October. Yahoo! Sites ranked second with 2.6 billion searches, followed by Microsoft Sites with 1.1 billion and AOL LLC with 725 million.

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

Expanded Search Entity	Search Queries (MM)		Percent Change Nov-08 vs. Oct-08
	Oct-08	Nov-08	
Total Expanded Search	18,389	18,058	-2%
Google Sites	10,759	10,767	0%
Google	8,179	7,976	-2%
YouTube/All Other	2,580	2,791	8%
Yahoo! Sites	2,715	2,620	-3%
Yahoo!	2,685	2,594	-3%
All Other	30	26	-13%
Microsoft Sites	1,125	1,053	-6%
MSN-Windows Live	1,035	959	-7%
Microsoft/All Other	90	94	4%
AOL LLC	770	725	-6%
AOL Search Network	424	412	-3%
MapQuest/All Other	346	313	-10%
Ask Network	683	631	-8%
Ask.com	362	326	-10%
MyWebSearch.com/ All Other	321	305	-5%
Fox Interactive Media	574	543	-5%
MySpace	563	535	-5%
All Other	11	8	-27%
eBay	464	469	1%
Craigslist.org	378	369	-2%
Facebook.com	185	162	-12%
Amazon Sites	138	157	14%

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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