

Google's U.S. Search Market Share Continues to Climb in June; Yahoo! Also Posts Gains

comScore Releases June 2006 Search Engine Rankings

RESTON, Va., July 18, 2006 - comScore Networks today released its monthly qSearch analysis of activity across competitive search engines. In June 2006, Google gained in search market share for the eleventh consecutive month and maintained its status as market leader with 44.7 percent of searches conducted on its sites. Yahoo! remained in second place while increasing its share to 28.5 percent, and MSN ranked third with 12.8 percent.

Monthly Share of Online Searches by Engine				
Total U.S. - Home, Work and University Internet Users				
Source: comScore qSearch				
	Jun-05	May-06*	Jun-06	Share Point Change June 06 vs. May 06
Total Internet Population	100.0%	100.0%	100.0%	N/A
Google Sites	36.9%	44.2%	44.7%	+0.5
Yahoo! Sites	30.4%	28.0%	28.5%	+0.5
MSN-Microsoft Sites	15.7%	13.1%	12.8%	-0.3
Time Warner Network?	N/A	N/A	5.6%	N/A
Ask Network	6.0%	5.3%	5.1%	-0.2

* May 2006 data revised

? Due to a definitional change occurring with June 2006 data, trended data for the

Time-Warner Network are not available

? Americans conducted 6.4 billion searches in June 2006, a 6-percent decline from May 2006 (6.8 billion searches), but a 29-percent increase over June 2005 (5.0 billion searches). The decline in search volume from May is considered to be mainly a seasonal effect.

? In June 2006, Google Sites led in search query volume with 2.9 billion searches conducted, followed by Yahoo! Sites (1.8 billion) and MSN-Microsoft Sites (818 million).

? Google and Yahoo! continue to dominate the toolbar search market, combining for more than 95 percent of the market share in June. Google grabbed 49.6 percent of toolbar searches, while Yahoo! captured 46.1 percent.

Quarterly Search Query Volume by Engine (Millions)

Q2 2006 vs. Q2 2005

Total U.S. - Home, Work and University Internet Users

Source: comScore qSearch				
	Search Queries (Millions)			Percent Change vs. Year Ago
	Q2-05	Q1-06	Q2-06*	
Total Internet Population	15,291	17,710	19,892	30%
Google Sites	5,654	7,466	8,753	55%
Yahoo! Sites	4,646	4,971	5,607	21%
MSN-Microsoft Sites	2,391	2,384	2,571	8%

*Includes revised May 2006 data

? The second quarter of 2006 saw 19.9 billion searches conducted online, up 12 percent from Q1 (17.7 billion searches), and up 30 percent from Q2 of last year (15.3 billion searches).

? In Q2 2006, Google Sites registered the most search queries performed with 8.8 billion, followed by Yahoo! Sites (5.6 billion), and MSN-Microsoft (2.6 billion).

? Each of the major search engines has registered increases in search activity in Q2 06 versus the preceding quarter and versus the corresponding period a year ago, with Google showing by far the greatest increase, followed by Yahoo and MSN.

For more information on comScore qSearch, please e-mail searchsolutions@comscore.com or call

(650) 244-5412.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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