



## comScore Releases October U.S. Search Engine Rankings

RESTON, Va., Nov 21, 2007 /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 search marketplace. Among core search engines in October 2007, Google Sites remained the top search property with more than 6.1 billion core searches conducted, representing a 58.5 percent share of the search market. October was a strong month for overall search activity, as each of the five core search engines achieved at least 5 percent growth in the number of searches conducted.

### October U.S. Core Search Rankings

In October, Google Sites increased its lead atop the core search ranking with 58.5 percent of U.S. searches, gaining 1.5 share points versus the previous month. Yahoo! Sites ranked second with 22.9 percent, followed by Microsoft Sites (9.7 percent), Ask Network (4.7 percent) and Time Warner Network (4.2 percent).

comScore Core Search Report\*  
October 2007  
Total U.S. -- Home/Work/University Locations  
Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change Oct-07 vs. Sep-07
	Sep - 07	Oct -07	
Total Core Search	100.0 %	100.0 %	0.0
Google Sites	57.0 %	58.5 %	1.5
Yahoo! Sites	23.7 %	22.9 %	-0.8
Microsoft Sites	10.3 %	9.7 %	-0.6
Ask Network	4.7 %	4.7 %	0.0
Time Warner Network	4.3 %	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.

In October, Americans conducted 10.5 billion searches at the core search engines, marking a 12-percent increase versus September. More than 6.1 billion core searches were conducted at Google Sites during the month (up 15 percent), while Yahoo! Sites recorded 2.4 billion (up 8 percent). All core search engines posted solid gains in search query volume in October.

comScore Core Search Report\*  
October 2007  
Total U.S. -- Home/Work/University Locations  
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Core Search Entity	Search Queries (MM)		Percent Change Oct-07 vs. Sep-07
	Sep-07	Oct-07	
Total Core Search	9,400	10,512	11.8%
Google Sites	5,356	6,151	14.8 %

Yahoo! Sites	2,227	2,405	8.0 %
Microsoft Sites	969	1,023	5.6 %
Ask Network	444	491	10.7 %
Time Warner Network	405	443	9.4 %

\* 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.

## October U.S. Expanded Search Rankings

In the October 2007 analysis of the Top 50 properties worldwide where search activity is observed, Google Sites led the pack with approximately 7.5 billion searches. Yahoo! Sites ranked second with nearly 2.6 billion searches, followed by Microsoft Sites (1 billion), Time Warner Network (905 million) and Ask Network (493 million). Ask.com saw particularly strong growth, gaining nearly 23 percent in search query volume versus September, while Facebook.com entered the ranking at number 9 with 152 million searches.

comScore Expanded Search Query Report  
 October 2007  
 Total U.S. - Home/Work/University Locations  
 Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		Percent Change Oct-07 vs. Sep-07
	Sep-07	Oct-07	
Total Expanded Search	13,018	14,457	11.1 %
Google Sites	6,593	7,468	13.3 %
Google	5,388	6,184	14.8 %
YouTube/All Other	1,205	1,284	6.5 %
Yahoo! Sites	2,381	2,577	8.2 %
Yahoo!	2,346	2,538	8.2 %
All Other	35	39	11.4 %
Microsoft Sites	999	1,044	4.5 %
MSN-Windows Live	966	1,007	4.2 %
Microsoft/All Other	33	37	12.1 %
Time Warner Network	843	905	7.4 %
AOL	397	433	9.1 %
Mapquest/All Other	446	472	5.8 %
Ask Network	445	493	10.8 %
Ask.com	226	277	22.6 %
MyWebSearch.com/ All Other	219	216	-1.4 %
Fox Interactive Media	492		-1.8 %
MySpace	483	475	-1.7 %
All Other	9	8	-11.1 %
eBay	445	472	6.1 %
Craigslist.org	197	214	8.6 %
Facebook.com	N/A	152	N/A
Amazon Sites	138	146	5.8 %

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. 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 analysts 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 more than 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, NestlA(C), Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>

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