

Global Search Market Draws More Than 100 Billion Searches Per Month

Google Sites Leads Global Search Market with 67 Percent Market Share

RESTON, Va., Aug 31, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today released a study of the global search market showing that more than 113 billion searches were conducted in July 2009, representing a 41-percent increase versus year ago. Google Sites attracted significantly more searches than any other engine with 76.7 billion searches conducted, or 67.5 percent market share. Yahoo! Sites ranked second worldwide with 8.9 billion searches (7.8 percent share), followed closely by Chinese search engine Baidu with 8 billion searches (7.0 percent share). Most of the top search properties worldwide experienced significant growth in search query volume versus last year, with Russian search engine Yandex growing at the fastest rate (94 percent) among the top ten.

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

Worldwide Search Market Overview
 July 2009 vs. July 2008
 Total Worldwide - Age 15+, Home/Work Locations
 Source: comScore qSearch

	Searches (MM)		
	July 2008	July 2009	Percent Change
Total Internet	80,554	113,685	41%
Google Sites	48,666	76,684	58%
Yahoo! Sites	8,689	8,898	2%
Baidu.com Inc.	7,413	7,976	8%
Microsoft Sites	2,349	3,317	41%
eBay	1,223	1,723	41%
NHN Corporation	1,243	1,526	23%
Ask Network	929	1,291	39%
Yandex	663	1,290	94%
AOL LLC	1,148	1,023	-11%
Facebook.com	743	879	18%

Europe Accounts for Most Searches, but Latin America Highest in Searches per Searcher

The dynamics of search behavior vary considerably across different parts of the world. Among the five global regions, Europe accounted for the highest share of searches at 32.1 percent, followed by Asia Pacific (30.8 percent) and North America (22.1 percent). Notably, Latin America exhibited the heaviest search behavior per person with an average of 13 search usage days in July and 130 searches per searcher. Europe had the second highest overall search volume per person (117 searches per searcher) while North America exhibited the second heaviest frequency (12.5 search usage days per searcher).

Worldwide Search Market Overview by Region
 July 2009
 Total Worldwide - Age 15+, Home/Work Locations
 Source: comScore qSearch

	Searches (MM)	Share (%) of Searches	Search Usage Days Per Searcher	Searches Per Searcher
Worldwide	113,685	100.0%	11.0	103.3
Europe	36,446	32.1%	11.8	116.9
Asia Pacific	35,001	30.8%	9.3	84.7
North America	25,095	22.1%	12.5	110.6
Latin America	10,524	9.3%	13.0	130.4
Middle East - Africa	6,619	5.8%	10.5	97.3

About comScore

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 www.comscore.com/companyinfo.

Follow us on Twitter

<http://twitter.com/comScore>

<http://twitter.com/gfulgoni>

http://twitter.com/m_abraham

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved