

## Google Regains Some Ground from Previous Month's Share Decline with 0.4 Share Point Increase in August Rankings

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

**RESTON, Va., September 19, 2006** - comScore Networks today released its monthly qSearch analysis of activity across competitive search engines. In August 2006, Google Sites regained some ground from the 1.0 share point decline it suffered in July, gaining 0.4 share points to capture 44.1 percent of the U.S. search market. Yahoo! Sites maintained its second place ranking with 28.7 percent of U.S. searches. Microsoft Sites (12.5 percent) and Time Warner Network (5.6 percent) each slipped 0.3 share points from the previous month, but held steady in third and fourth places, respectively. Ranking fifth, Ask Network (5.5 percent) showed a modest market share gain versus July.

#### Share of Online Searches by Engine

August 2006 vs. August 2005

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

Source: comScore qSearch

	Aug-05	Jul-06	Aug-06	Pt Chg vs. Yr Ago
<i>Total Internet Population</i>	100%	100%	100%	N/A
Google Sites	37.3	43.7	44.1	6.8
Yahoo! Sites	29.7	28.8	28.7	-1.0
MSN-Microsoft Sites	15.8	12.8	12.5	-3.3
Time Warner Network	9.6	5.9	5.6	-4.0
Ask Network	6.0	5.4	5.5	-0.5

? Americans conducted 6.5 billion searches online in August, up 3 percent versus July. Annual growth rates in search query volume remained strong with a 28-percent increase since August 2005.

? Google Sites led the pack with 2.9 billion search queries performed, followed by Yahoo Sites (1.9 billion), MSN-Microsoft (812 million), Time-Warner Network (360 million), and Ask Jeeves/Ask Network (358 million).

? Google and Yahoo! continued their dominance in toolbar searches, combining for more than 95 percent of the market share in August. Google grabbed 49.6 percent of toolbar searches, while Yahoo! captured 47.3 percent.

**For more information** on comScore qSearch, please email [searchsolutions@comscore.com](mailto: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](http://www.comscore.com).

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