

comScore Releases August U.S. Search Engine Rankings

RESTON, Va., Sept 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 August 2007, Google Sites remained the top search property with more than 5.5 billion core searches conducted, representing a 56.5 percent share of the search market. Time Warner Network was the only other core search engine property to increase share, up 0.1 share point to 4.5 percent, with 441 million searches.

In comScore's recently introduced expanded search report, the largest gains were recorded by YouTube and Craigslist, with 9.0-percent and 7.6-percent increases in their number of search queries.

August U.S. Core Search Rankings

In August, Google Sites maintained its position atop the core search rankings with 56.5 percent of U.S. searches, gaining 1.3 share points versus the previous month. Yahoo! Sites ranked second with 23.3 percent, followed by Microsoft Sites (11.3 percent), Time Warner Networks (4.5 percent) and Ask Network (4.5 percent).

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

Core Search Entity	Share of Searches (%)		
	Jul - 07	Aug -07	Point Change Aug-07 vs. Jul-07
Total Core Search	100.0%	100.0%	N/A
Google Sites	55.2%	56.5%	1.3
Yahoo! Sites	23.5%	23.3%	-0.2
Microsoft Sites	12.3%	11.3%	-1.0
Time Warner Network	4.4%	4.5%	0.1
Ask Network	4.7%	4.5%	-0.2

*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.

Nearly 5.5 billion core searches were conducted at Google Sites during the month, marking a 1.6 percent increase in volume versus July. Time Warner Network, assisted by gains at AOL, gained in query volume, with a 1.2-percent increase to 441 million searches.

comScore Core Search Report*
August 2007
Total U.S. - Home/Work/University Locations
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Core Search Entity	Search Queries (MM)		
	Jul - 07	Aug -07	Percent Change Aug-07 vs.

Jul-07

Total Core Search	9,896	9,820	-0.8%
Google Sites	5,459	5,545	1.6%
Yahoo! Sites	2,325	2,290	-1.5%
Microsoft Sites	1,214	1,106	-8.9%
Time Warner Network	436	441	1.2%
Ask Network	462	438	-5.1%

*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.

August U.S. Expanded Search Rankings

In the August 2007 analysis of the Top 50 properties worldwide where search activity is observed, Google Sites led the pack with 6.8 billion searches. Yahoo! Sites ranked second with nearly 2.5 billion searches, followed by Microsoft Sites (1.1 billion), Time Warner Network (937 million) and Fox Interactive Media (571 million).

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

	Search Queries (MM)		Percent Change vs. Prior Month
	Jul-07	Aug-07	
Total Expanded Search	13,692	13,703	0.1%
Google Sites	6,614	6,809	2.9%
Google	5,507	5,602	1.7%
YouTube/All Other	1,107	1,207	9.0%
Yahoo! Sites	2,524	2,473	-2.0%
Yahoo!	2,493	2,438	-2.2%
All Other	31	35	12.9%
Microsoft Sites	1,251	1,144	-8.6%
MSN-Windows Live	1,223	1,111	-9.2%
Microsoft/All Other	28	33	17.9%
Time Warner Network	959	937	-2.3%
AOL	436	438	0.5%
Mapquest/All Other	523	499	-4.6%
Fox Interactive Media	587	571	-2.7%
MySpace	575	560	-2.6%
All Other	12	11	-8.3%
eBay	472	457	-3.2%
Ask Network	462	439	-5.0%
Ask.com	214	205	-4.2%
MyWebSearch.com/ All Other	248	234	-5.6%
CRAIGSLIST.ORG	185	199	7.6%
Amazon Sites	151	154	2.0%
Comcast Corporation	71	73	2.8%

For 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 700 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, Nestle, 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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