



comScore Releases June 2009 U.S. Search Engine Rankings

RESTON, Va., July 16, 2009 /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 U.S. search marketplace. In June 2009, Americans conducted more than 14 billion core searches, with Google Sites accounting for 65.0 percent search market share. Microsoft Sites grabbed 8.4 percent market share, a 0.4 percentage point gain versus May, after introducing its new search engine, Bing.

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

June 2009 U.S. Core Search Rankings

Google Sites led the U.S. core search market in June with 65.0 percent of the searches conducted, followed by Yahoo! Sites (19.6 percent), and Microsoft Sites (8.4 percent). Ask Network captured 3.9 percent of the search market, followed by AOL LLC with 3.1 percent.

comScore Core Search Report
 June 2009 vs. May 2009
 Total - U.S. - Home/Work/University Locations
 Source: comScore qSearch

Core Search Entity	Share of Searches (%)		Point Change Jun-09 vs. May-09
	May-09	Jun-09	
Total Core Search	100.0%	100.0%	N/A
Google Sites	65.0%	65.0%	0.0
Yahoo! Sites	20.1%	19.6%	-0.5
Microsoft Sites	8.0%	8.4%	0.4
Ask Network	3.9%	3.9%	0.0
AOL LLC	3.1%	3.1%	0.0

* 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.

Americans conducted 14 billion searches in June, down slightly from May. Google Sites accounted for 9.1 billion searches, followed by Yahoo! Sites (2.8 billion), Microsoft Sites (1.2 billion), Ask Network (552 million) and AOL LLC (439 million).

comScore Core Search Report*
 June 2009 vs. May 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore qSearch

Search Queries (MM)

Percent

Core Search Entity	May-09	Jun-09	Change Jun-09 vs. May-09
Total Core Search	14,327	14,060	-2%
Google Sites	9,307	9,135	-2%
Yahoo! Sites	2,877	2,755	-4%
Microsoft Sites	1,149	1,179	3%
Ask Network	555	552	0%
AOL LLC	438	439	0%

* 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.

June 2009 U.S. Expanded Search Rankings

In the June 2009 analysis of the top properties where search activity is observed, Google Sites led the search market with 13.1 billion searches, followed by Yahoo! Sites with 2.9 billion. Microsoft Sites ranked third with 1.2 billion searches, up 3 percent from May, followed by AOL LLC with 736 million. Facebook.com experienced the highest growth of the top ten expanded search properties with a 9-percent increase.

comScore Expanded Search Query Report
June 2009 vs. May 2009
Total U.S. - Home/Work/University Locations
Source: comScore qSearch

Expanded Search Entity	May-09	Jun-09	Percent Change Jun-09 vs. May-09
Total Expanded Search	21,818	21,899	0%
Google Sites	13,035	13,147	1%
Google	9,680	9,555	-1%
YouTube/All Other	3,355	3,592	7%
Yahoo! Sites	3,021	2,900	-4%
Yahoo!	2,995	2,877	-4%
All Other	26	23	-12%
Microsoft Sites	1,194	1,230	3%
Bing	N/A	1,021	N/A
Microsoft/All Other	N/A	209	N/A

AOL LLC	721	736	2%
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AOL Search Network	374	371	-1%
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MapQuest/All Other	347	365	5%
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eBay	634	677	7%
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Fox Interactive Media	644	672	4%
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MySpace Sites	636	663	4%
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All Other	8	9	13%
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Ask Network	691	637	-8%
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Ask.com	382	362	-5%
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MyWebSearch.com/ All Other	309	275	-11%
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craigslist, inc.	651	621	-5%
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Facebook.com	184	200	9%
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Amazon Sites	185	198	7%
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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.

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