



comScore Releases December 2008 U.S. Search Engine Rankings

RESTON, Va., Jan 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 December 2008, Americans conducted 12.7 billion core searches, a 3-percent increase versus November.

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

December 2008 U.S. Core Search Rankings

Google Sites led the U.S. core search market in December with 63.5 percent of the searches conducted, unchanged from November, followed by Yahoo! Sites (20.5 percent), Microsoft Sites (8.3 percent), Ask Network (3.9 percent), and AOL LLC (3.8 percent).

comScore Core Search Report*
December 2008 vs. November 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

Core Search Entity	Share of Searches (%)		Point Change
	Nov-08	Dec-08	Dec-08 vs. Nov-08
Total Core Search	100.0	100.0	N/A
Google Sites	63.5	63.5	0.0
Yahoo! Sites	20.4	20.5	0.1
Microsoft Sites	8.3	8.3	0.0
Ask Network	4.0	3.9	-0.1
AOL LLC	3.8	3.8	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 12.7 billion searches at the core search engines, up 3 percent from November. Google Sites handled 8 billion core searches, followed by Yahoo! Sites with 2.6 billion and Microsoft Sites with 1.1 billion.

comScore Core Search Report*
December 2008 vs. November 2008
Total U.S. - Home/Work/University Locations
Source: comScore qSearch 2.0

Core Search Entity	Search Queries (MM)		Percent Change
	Nov-08	Dec-08	Dec-08 vs. Nov-08
Total Core Search	12,264	12,650	3%
Google Sites	7,784	8,036	3%
Yahoo! Sites	2,506	2,593	3%
Microsoft Sites	1,015	1,055	4%
Ask Network	494	488	-1%
AOL LLC	465	478	3%

* 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.

December U.S. Expanded Search Rankings

In the comScore December 2008 analysis of the top properties where search activity is observed, Google Sites led with 11.2 billion searches, up 4 percent versus November. Yahoo! Sites ranked second with 2.7 billion searches, followed by Microsoft Sites with 1.1 billion and AOL LLC with 740 million.

comScore Expanded Search Query Report
 December 2008 vs. November 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		Percent Change Dec-08 vs. Nov-08
	Nov-08	Dec-08	
Total Expanded Search	18,058	18,688	3%
Google Sites	10,767	11,152	4%
Google	7,976	8,247	3%
YouTube/All Other	2,791	2,905	4%
Yahoo! Sites	2,620	2,714	4%
Yahoo!	2,594	2,686	4%
All Other	26	28	8%
Microsoft Sites	1,053	1,092	4%
MSN-Windows Live	959	997	4%
Microsoft/All Other	94	95	1%
AOL LLC	725	740	2%
AOL Search Network	412	424	3%
MapQuest/All Other	313	316	1%
Ask Network	631	620	-2%
Ask.com	326	308	-6%
MyWebSearch.com/ All Other	305	312	2%
Fox Interactive Media	543	526	-3%
MySpace	535	516	-4%
All Other	8	10	25%
eBay	469	500	7%
Craigslist.org	369	387	5%
Amazon Sites	157	204	30%
Facebook.com	162	161	-1%

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 <http://www.comscore.com/companyinfo>

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