

comScore Releases June 2011 U.S. Search Engine Rankings

RESTON, Va., July 13, 2011 /PRNewswire/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly [comScore qSearch](#) analysis of the U.S. search marketplace. Google Sites led the explicit core search market in June with 65.5 percent of search queries conducted.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

U.S. Explicit Core Search

Google Sites led the U.S. explicit core search market in June with 65.5 percent market share, followed by Yahoo! Sites with 15.9 percent and Microsoft Sites with 14.4 percent (up 0.3 percentage points). Ask Network accounted for 2.9 percent of explicit core searches, followed by AOL, Inc. with 1.4 percent.

comScore Explicit Core Search Share Report* June 2011 vs. May 2011 Total U.S. — Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Explicit Core Search Share (%)		
	May-11	Jun-11	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	65.5%	65.5%	0.0
Yahoo! Sites	15.9%	15.9%	0.0
Microsoft Sites	14.1%	14.4%	0.3
Ask Network	2.9%	2.9%	0.0
AOL, Inc.	1.5%	1.4%	-0.1

***Explicit Core Search" excludes contextually driven searches that do not reflect specific user intent to interact with the search results.*

More than 16.7 billion explicit core searches were conducted in June. Google Sites ranked first with 10.9 billion searches, followed by Yahoo! Sites with 2.7 billion and Microsoft Sites with 2.4 billion. Ask Network delivered 478 million searches, followed by AOL, Inc. with 239 million.

comScore Explicit Core Search Query Report June 2011 vs. May 2011 Total U.S. — Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Explicit Core Search Queries (MM)		
	May-11	Jun-11	Percent Change
Total Explicit Core Search	17,024	16,720	-2%
Google Sites	11,155	10,948	-2%
Yahoo! Sites	2,711	2,650	-2%
Microsoft Sites	2,402	2,405	0%
Ask Network	502	478	-5%
AOL, Inc.	254	239	-6%

U.S. Total Core Search

Google Sites accounted for 64.5 percent of total core search queries conducted (up 1.2 percentage points), followed by Yahoo! Sites with 17.5 percent and Microsoft Sites with 14.1 percent (up 1.0 percentage points). Ask Network comprised 2.6

percent of total search queries, followed by AOL, Inc. with 1.3 percent.

comScore Total Core Search Share Report*			
June 2011 vs. May 2011			
Total U.S. — Home/Work/University Locations			
Source: comScore qSearch			
Core Search Entity	Total Core Search Share (%)		
	May-11	Jun-11	Point Change
<i>Total Core Search</i>	100.0%	100.0%	N/A
Google Sites	63.3%	64.5%	1.2
Yahoo! Sites	19.6%	17.5%	-2.1
Microsoft Sites	13.1%	14.1%	1.0
Ask Network	2.6%	2.6%	0.0
AOL, Inc.	1.3%	1.3%	0.0

* "Total Core Search" is based on the five major search engines, including partner searches, cross-channel searches and contextual 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 these numbers.

Americans conducted more than 18.7 billion total core search queries in June (down 3 percent). Google Sites ranked first with 12.1 billion searches, followed by Yahoo! Sites with 3.3 billion and Microsoft Sites with 2.6 billion (up 5 percent).

comScore Total Core Search Query Report			
June 2011 vs. May 2011			
Total U.S. — Home/Work/University Locations			
Source: comScore qSearch			
Core Search Entity	Total Core Search Queries (MM)		
	May-11	Jun-11	Percent Change
<i>Total Core Search</i>	19,269	18,721	-3%
Google Sites	12,204	12,079	-1%
Yahoo! Sites	3,786	3,277	-13%
Microsoft Sites	2,522	2,647	5%
Ask Network	502	478	-5%
AOL, Inc.	254	239	-6%

"Powered By" Reporting

As a part of comScore's commitment to accurately represent the continued evolution of the search landscape, comScore is providing insight into the share of organic Core Explicit searches that are powered by Google and Bing.

In June, 67.6 percent of searches carried organic search results from Google (vs. 67.8 percent in May) while 26.6 percent of searches were powered by Bing (vs. 26.5 percent in May).

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.

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