

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

**RESTON, Va., November 20, 2006** - comScore Networks today released its monthly qSearch analysis of activity across competitive search engines. In October 2006, Google Sites captured 45.4 percent of the U.S. search market, gaining 0.3 share points from the previous month. Yahoo! Sites maintained its second place ranking with 28.2 percent of U.S. searches, followed by Microsoft Sites (11.7 percent), Ask Network (5.8 percent) and Time Warner Network (5.4 percent).

### Share of Online Searches by Engine

August 2006 - October 2006

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

Source: comScore qSearch

	Aug-06	Sep-06	Oct-06	Pt Chg Oct vs. Sept
<i>Total Internet Population</i>	100%	100%	100%	N/A
Google Sites	44.1	45.1	45.4	0.3
Yahoo! Sites	28.7	28.1	28.2	0.1
Microsoft Sites	12.5	11.9	11.7	-0.2
Ask Network	5.5	5.8	5.8	0.0
Time Warner Network	5.6	5.6	5.4	-0.2

? Americans conducted 6.8 billion searches online in October, up 3 percent versus September. Annual growth rates in search query volume remained strong with a 33-percent increase versus year ago.

? Google Sites led the pack with 3.1 billion search queries performed in October, followed by Yahoo Sites (1.9 billion), MSN-Microsoft (796 million), Ask Network (392 million), and Time Warner Network (366 million).

**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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