

Press Release

comScore Releases June 2010 U.S. Search Engine Rankings

RESTON, VA, July 13, 2010 – 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 2010, Americans conducted 16.4 billion core searches, up 3 percent vs. May.

June 2010 U.S. Core Search Rankings

Google Sites led the U.S. core search market in June with 62.6 percent of the searches conducted, followed by Yahoo! Sites (up 0.6 percentage points to 18.9 percent), and Microsoft Sites (up 0.6 percentage points to 12.7 percent). Both Yahoo! Sites and Microsoft Sites have experienced gains due in part to the continued utilization of contextual search approaches that tie content and related search results together. (For more detail on contextual searches, please read the following post on the comScore Voices blog:

http://blog.comscore.com/2010/06/changes_in_search_landscape.html)

Ask Network captured 3.6 percent of the search market, followed by AOL LLC with 2.2 percent.

comScore Core Search Report* June 2010 vs. May 2010 Total U.S. – Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Share of Searches (%)		
	May-10	Jun-10	Point Change Jun-10 vs. May-10
Total Core Search	100.0%	100.0%	N/A
Google Sites	63.7%	62.6%	-1.1
Yahoo! Sites	18.3%	18.9%	0.6
Microsoft Sites	12.1%	12.7%	0.6
Ask Network	3.6%	3.6%	0.0
AOL LLC Network	2.3%	2.2%	-0.1

** 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.*

Americans conducted 16.4 billion searches in June, up 3 percent from May. Google Sites accounted for 10.3 billion searches (up 1 percent), followed by Yahoo! Sites with 3.1 billion (up 7 percent), Microsoft Sites with 2.1 billion (up 8 percent), Ask Network with 584 million (up 1 percent), and AOL LLC with 368 million (up 2 percent).

comScore Core Search Report* June 2010 vs. May 2010 Total U.S. – Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	Search Queries (MM)		
	May-10	Jun-10	Percent Change Jun-10 vs. May-10
<i>Total Core Search</i>	15,935	16,439	3%
Google Sites	10,158	10,292	1%
Yahoo! Sites	2,908	3,114	7%
Microsoft Sites	1,930	2,082	8%
Ask Network	577	584	1%
AOL LLC Network	361	368	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.*

June 2010 U.S. Expanded Search Rankings

In the June analysis of the top properties where search activity is observed, Google Sites led the search market with 14.6 billion search queries, followed by Yahoo! Sites with 3.2 billion queries and Microsoft Sites with 2.2 billion.

comScore Expanded Search Query Report June 2010 vs. May 2010 Total U.S. – Home/Work/University Locations Source: comScore qSearch			
Expanded Search Entity	Search Queries (MM)		
	May-10	Jun-10	Percent Change Jun-10 vs. May-10
<i>Total Internet</i>	24,415	24,933	2%
Google Sites	14,444	14,617	1%
Google	10,822	10,936	1%
YouTube/All Other	3,622	3,681	2%
Yahoo! Sites	2,994	3,206	7%
Yahoo!	2,981	3,194	7%
All Other	13	12	-8%
Microsoft Sites	2,001	2,178	9%
Bing	1,636	1,722	5%
Microsoft/All Other	365	456	25%
Ask Network	714	678	-5%

ASK.COM	319	315	-1%
MyWebSearch.com/ All Other	395	363	-8%
craigslist, inc.	689	657	-5%
AOL LLC	610	629	3%
AOL Search Network	290	298	3%
MapQuest/All Other	320	331	3%
Facebook.com	609	621	2%
eBay	647	620	-4%
Fox Interactive Media	310	295	-5%
MySpace	307	292	-5%
All Other	3	3	0%
Amazon Sites	280	290	4%

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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