

## comScore Releases March 2010 U.S. Search Engine Rankings

**RESTON, VA, April 9, 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 March 2010, Americans conducted 15.4 billion core searches, with Google Sites accounting for 65.1 percent search market share.

### March 2010 U.S. Core Search Rankings

Google Sites led the U.S. core search market in March with 65.1 percent of the searches conducted, followed by Yahoo! Sites (16.9 percent), and Microsoft Sites (11.7 percent). Ask Network captured 3.8 percent of the search market, followed by AOL LLC with 2.5 percent.

---

#### comScore Core Search Report\*

March 2010 vs. February 2010

Total U.S. – Home/Work/University Locations

Source: comScore qSearch

Core Search Entity	Share of Searches (%)		
	Feb-10	Mar-10	Point Change Mar-10 vs. Feb-10
Total Core Search	100.0%	100.0%	N/A
Google Sites**	65.5%	65.1%	-0.4
Yahoo! Sites	16.8%	16.9%	0.1
Microsoft Sites	11.5%	11.7%	0.2
Ask Network	3.7%	3.8%	0.1
AOL LLC Network	2.5%	2.5%	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.

\*\* Due to a change in the URL structure for certain Google News & Video searches, a portion of searches previously counted were excluded. comScore estimates that these searches were responsible for a reduction in Google's Core Search share of approximately 10 basis points or 0.1%.

---

Americans conducted 15.4 billion searches in March, up 7 percent from February. Google Sites accounted for 10.0 billion searches, followed by Yahoo! Sites (2.6 billion), Microsoft Sites (1.8 billion), Ask Network (593 million) and AOL LLC (380 million).

---

**comScore Core Search Report\***

**March 2010 vs. February 2010**

**Total U.S. - Home/Work/University Locations**

**Source: comScore qSearch**

Core Search Entity	Search Queries (MM)		Percent Change Mar-10 vs. Feb-10
	Feb-10	Mar-10	
Total Core Search	14,472	15,427	7%
Google Sites	9,475	10,048	6%
Yahoo! Sites	2,433	2,605	7%
Microsoft Sites	1,667	1,802	8%
Ask Network	540	593	10%
AOL LLC	358	380	6%

*\* 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.*

---

**March 2010 U.S. Expanded Search Rankings**

In the March analysis of the top properties where search activity is observed, Google Sites led the search market with 14.3 billion search queries, followed by Yahoo! Sites with 2.7 billion queries and Microsoft Sites with 1.9 billion. [Facebook.com](http://Facebook.com) experienced significant growth during the month with a 48-percent increase to 647 million searches, jumping one position in the ranking.

---

**comScore Expanded Search Query Report**

**March 2010 vs. February 2010**

**Total U.S. - Home/Work/University Locations**

Source: comScore qSearch

Expanded Search Entity	Search Queries (MM)		
	Feb-10	Mar-10	Percent Change Mar-10 vs. Feb-10
Total Internet	22,271	23,866	7%
Google Sites	13,482	14,252	6%
Google	9,929	10,547	6%
YouTube/All Other	3,553	3,705	4%
Yahoo! Sites	2,509	2,689	7%
Yahoo!	2,496	2,676	7%
All Other	13	13	0%
Microsoft Sites	1,720	1,862	8%
Bing	1,498	1,604	7%
Microsoft/All Other	222	258	16%
Ask Network	689	742	8%
<a href="#">ASK.COM</a>	300	332	11%
<a href="#">MyWebSearch.com/</a> All Other	389	410	5%
craigslist, inc.	629	664	6%
eBay	624	659	6%
Facebook.com	436	647	48%
AOL LLC	549	594	8%
AOL Search Network	299	319	7%
MapQuest/All Other	250	275	10%
Fox Interactive Media	391	406	4%
MySpace	388	402	4%
All Other	3	4	33%
Amazon Sites	210	226	8%

---

---