

comScore Media Metrix Releases Top 50 Web Rankings for January

Preparing for Tax Season Ranks as Top Priority as Americans Begin the New Year Politics, Careers, Real Estate, and Travel Also Witness Strong Growth

RESTON, Va., Feb 18, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at top online properties for January 2008 from the comScore Media Metrix service. The month saw increased visits to tax, politics, career, real estate and travel-related sites.

"The new year represents a time for Americans to reflect on the past year and plan for the coming year, whether it's searching for a new job, a new residence, or preparing for tax season," said Jack Flanagan, executive vice president of comScore Media Metrix. "There was also a huge surge in activity at political content sites as the Democratic and Republican presidential primaries kicked off with the Iowa caucuses in early January."

Tax Preparation Causes Category to Surge

The official beginning of tax season sent Americans online in droves, driving the tax category up 202 percent to more than 23 million visitors, making it the top-gaining category in January. IRS.gov led the category with 12.5 million visitors (up 181 percent), followed by TaxACT with 5.8 million visitors (up more than 1,000 percent), and H&R Block with 5.3 million visitors (up 312 percent).

Heated Presidential Primaries Boost Traffic to Politics Sites

As the presidential primaries kicked off, the politics category jumped 65 percent to 13.8 million visitors as Americans went online for news coverage and opinions and to visit candidate Web sites. BarackObama.com led the category with 2.2 million visitors, up 429 percent from December, followed by HillaryClinton.com with 1.1 million visitors (up 202 percent). On the Republican side, MikeHuckabee.com attracted 937,000 visitors, up 96 percent, while JohnMcCain.com grew 261 percent to 596,000 visitors.

New Year = New Career, Americans Search the Web for Jobs

As many Americans reevaluated their current career situations with the New Year, the career services and development category experienced a 31-percent gain for the month. The category was led by CareerBuilder LLC with 24.8 million visitors, followed by Yahoo! HotJobs with 17.4 million visitors and Monster with 17.1 million visitors.

Real Estate Category Experiences Seasonal Growth

Concerns over a shaky real estate market, along with those resolving to move residences in 2008, precipitated a 28-percent gain to 42 million visitors to the real estate category in January. Move Network led the category with 10.1 million visitors (up 49 percent), followed by Yahoo! Real Estate with 4.6 million visitors (50 percent), and Rent.com with 3.5 million visitors (up 51 percent).

Winter Weather Prompts Vacation Planning

Travel-related sites experienced an increase in traffic as people looked to escape the winter doldrums and take advantage of post-holiday travel deals. Ground/cruise sites gained 27 percent to 11.3 million visitors, while car rental sites grew 26 percent to 5.1 million visitors, and hotels/resorts gained 23 percent to nearly 31 million visitors.

Top 50 Properties

Yahoo! Sites continued to lead as the top property with more than 138 million visitors, followed by Google Sites with nearly 135 million visitors and Microsoft Sites with 119 million visitors. Beginning with January comScore Media Metrix data, Time Warner Network has now been divided into AOL LLC, which includes all AOL related entities, and Time Warner - Excluding AOL. During the month, large increases were experienced by the following properties; Superpages.com Network (rising 13 spots to position 19), Disney Online (up four spots to position 22), and Expedia Inc. (up nine spots to 32). CareerBuilder LLC entered the ranking this month grabbing position 27.

Top 50 Ad Focus Ranking

Platform A, the ad network combining Advertising.com, Tacoda, AOL, and Quigo, debuted this month in the top spot in the Ad Focus Ranking, reaching 91 percent of the more than 184 million Americans online. Substantial gains were achieved by Adconion Media Group (up four spots to 14), PrecisionClick (up six spots to 35), and Kontera (up four spots to 36). Three entities joined the ranking this month; Turn, Inc., IACAS Network, and CNN.

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)

January 2008 vs. December 2007

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Dec-07	Jan-08	% Change	
Total Internet:				
Total Audience	183,619	184,239	0	N/A
TaxACT	421	5,803	1,277	182
H&R Block	1,294	5,337	312	201
IRS.GOV	4,442	12,495	181	82
Kayak.com Network	3,234	6,871	112	150
Intuit	7,096	14,979	111	64
Weight Watchers				
International	2,287	4,552	99	240
PCH.COM	4,900	8,953	83	108
CareerBuilder				
LLC	13,914	24,752	78	27
Job.com Sites	3,567	5,654	59	190
ED.GOV	4,314	6,828	58	152

*Ranking based on the top 250 properties in January 2008

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)

January 2008 vs. December 2007

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Dec-07	Jan-08	% Change
Total Internet:			
Total Audience	183,619	184,239	0
Taxes	7,729	23,336	202
Politics	8,384	13,807	65
Career Services			
and Development	49,150	64,144	31
Real Estate	32,747	41,991	28
Ground/Cruise	8,909	11,303	27
Car Rental	4,065	5,130	26
Retail - Computer			
Software	26,756	33,548	25
Financial			
Information/Advice	32,109	39,792	24
Hotels/Resorts	25,131	30,958	23
Online Travel Agents	34,581	42,530	23

comScore Top 50 Properties (U.S.)

January 2008

Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
Total Internet: Total Audience		184,239			
1	Yahoo! Sites	138,059	26	Craigslist.org	26,660
2	Google Sites	134,886	27	CareerBuilder LLC	24,752
3	Microsoft Sites	119,297	28	Glam Media	24,626
4	AOL LLC	109,442	29	Shopzilla.com	
				Sites	24,210
5	Fox Interactive Media	83,752	30	Monster Worldwide	24,185
6	eBay	78,789	31	CBS Corporation	23,643
7	Amazon Sites	59,003	32	Expedia Inc	23,454
8	Wikipedia Sites	55,589	33	Gannett Sites	22,997
9	Time Warner				
	- Excluding AOL	52,645	34	Bank of America	22,990
10	Ask Network	2,102	35	Yellowpages.com	
				Network	22,869
11	New York Times		36	United Online,	
	Digital	48,471		Inc	22,065
12	Apple Inc.	48,413	37	E.W. Scripps	20,952
13	Viacom Digital	42,011	38	Photobucket.com	
				LLC	20,497
14	Weather Channel, The	40,478	39	Real.com Network	19,747
15	CNET Networks	34,859	40	Lycos Sites	19,484
16	Facebook.com	33,861	41	WebMD Health	19,219
17	Adobe Sites	31,169	42	ESPN	19,166
18	Wal-Mart	30,747	43	WorldNow - ABC	
				Owned Sites	19,115
19	Superpages.com				
	Network	28,299	44	NBC Universal	17,828
20	AT&T, Inc.	27,890	45	Best Buy Sites	17,813
21	Target Corporation	27,874	46	Weatherbug	
				Property	17,456
22	Disney Online	27,524	47	iVillage.com:	
				The Womens	
				Network	17,383
23	Verizon		48	Cox Enterprises	
	Communications			Inc.	17,286
	Corporation	27,220			
24	Gorilla Nation	27,119	49	AmericanGreetings	
				Property	16,771
25	Comcast Corporation	27,068	50	Hearst	
				Corporation	16,708

comScore Ad Focus Ranking (U.S.)
January 2008
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach%	Rank	Property	Unique Visitors (000)	Reach%
Total Internet: Total Audience		184,239	100.0				

1	Platform-A**	166,763	91%	26	Vibrant Media**	75,953	41%
2	Advertising.com**+	163,837	89%	27	CPX Interactive**	71,667	39%
3	Yahoo! Network**	155,822	85%	28	MySpace.com*	68,641	37%
4	Google Ad Network**	143,200	78%	29	Ebay.com	66,861	36%
5	Specific Media**	142,290	77%	30	Gorilla Nation Media	65,282	35%
6	ValueClick Networks**	137,548	75%	31	YouTube.com	61,375	33%
7	Yahoo!	136,243	74%	32	Undertone Networks**	59,273	32%
8	Tribal Fusion**	131,840	72%	33	MSN.com Home Page	58,548	32%
9	Google	126,569	69%	34	Ask Network	52,102	28%
10	Casale Media Network**	121,893	66%	35	PrecisionClick**	51,156	28%
11	AOL Media Network	109,442	59%	36	Kontera**	50,481	27%
12	MSN-Windows Live	103,424	56%	37	Amazon.com	48,324	26%
13	DRIVEpm**	102,085	55%	38	Business.com Network	48,181	26%
14	adconion media group**	98,378	53%	39	AdDynamix.com**	46,625	25%
15	Yahoo.com Home Page	95,460	52%	40	MapQuest	44,537	24%
16	Traffic Marketplace**	95,254	52%	41	Turn, Inc**	42,103	23%
17	Tremor Media	93,929	51%	42	YuMe Video Network	41,666	23%
18	AOL	91,005	49%	43	About	41,487	23%
19	24/7 Real Media**	90,483	49%	44	Ebay.com Home Page	39,169	21%
20	ADSDAQ by ContextWeb**	88,984	48%	45	Vizi Media**	38,066	21%
21	Burst Media**	88,097	48%	46	IACAS Network	37,526	20%
22	AdBrite**	85,308	46%	47	The Nabbr Network	36,643	20%
23	Collective Media**	79,832	43%	48	Facebook.com	33,861	18%
24	interCLICK**	79,369	43%	49	Weather.com	31,464	17%
25	Centro	78,460	43%	50	CNN	29,157	16%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in January. For instance, Yahoo! was seen by 74 percent of the more than 184 million Internet users in January.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

+ Advertising.com is also included in the Platform A entity beginning with January 2008 Media Metrix data.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media

usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>

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