



comScore Media Metrix Ranks Top-Growing Properties and Site Categories for March 2010

--Purchase Incentives Drive Traffic to Auto Manufacturer Sites --Healthcare Reform Boosts Interest at Political News Sites

RESTON, Va., April 19, 2010 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. Web activity at the top-growing properties and site categories for March 2010 based on data from the comScore Media Metrix service. Automaker discounts and incentives compelled millions of Americans to visit auto manufacturer sites to seek information and investigate possible purchases. Political news and information sites also saw sizeable gains in traffic as Americans tuned into the debate over passage of the congressional healthcare bill.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

"Auto manufacturers relied on incentives and promotions to boost sales before the end of the quarter, sending more Americans to research their purchases online prior to buying," said Jack Flanagan, executive vice president of comScore Media Metrix. "As automakers compete in this challenging market, it is ever more important for consumers to research all of their options online before making these important purchase decisions. Americans also looked to stay abreast of the monumental healthcare bill negotiations in March by closely following political news and information online."

Automakers Drive the Deals Home

Auto Manufacturers ranked as the top-gaining site category in March, growing 23 percent to more than 30 million visitors, as potential buyers researched vehicle options online. General Motors led the category with 7.6 million visitors, up 32 percent during the month. Hyundai Motors, Inc. grabbed the #2 position with 5.4 million visitors, representing a 222-percent surge since February. Toyota attracted 5.1 million visitors, followed closely by Ford Motor Company with 5.0 million (up 3 percent). Chevrolet.com grew 71 percent to 4.4 million visitors, while Honda attracted 3.6 million visitors.

Americans Debate Healthcare Reform Online

Political sites grew 18 percent in March to 20.5 million visitors as Americans sought the latest news and analysis on the political landscape, including the hotly debated healthcare reform bill. PoliticsDaily.com attracted 5.3 million unique visitors, while The Economist Group grew 35 percent to 2.7 million visitors and Politico.com grew 10 percent to 1.8 million visitors. The number of visitors to BarackObama.com more than doubled during the month, growing 133 percent to 1.5 million visitors.

Online Trading Sites Flourish as Stock Market Recovers

As the stock market continued to rebound in March so did traffic to Online Trading sites, which grew 13 percent to 11.5 million unique visitors. Fidelity Investments ranked as the #1 investment site, rising 10 percent to 3.5 million visitors. Scottrade Sites ranked second with 1.6 million visitors (up 7 percent), followed by ShareBuilder.com with 1.5 million visitors (up 20 percent), and ETrade Financial Network with 1.3 million visitors (up 25 percent).

Table 1

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

March 2010 vs. February 2010

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

Source: comScore Media Metrix

Total Unique Visitors (000)

	Feb-10	Mar-10	% Change	Rank by Unique Visitors
Total Internet : Total Audience	209,749	212,593	1	N/A
Unister GmbH	2,715	5,930	118	242
Kraft Foods	3,076	5,968	94	239
FunnyorDie	3,225	5,750	78	246
MLB.COM	4,782	8,126	70	181
AVG Technologies	5,968	8,567	44	167
LIMEWIRE.COM	7,565	10,225	35	143
General Motors	5,766	7,613	32	195
LOWES.COM	7,489	9,732	30	149
ToneFuse Music Network	8,089	10,490	30	135
Sony Online	12,890	16,422	27	83

*Ranking based on the top 250 properties in March 2010. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.

Table 2

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

March 2010 vs. February 2010

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

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Feb-10	Mar-10	% Change
Total Internet : Total Audience	209,749	212,593	1
Automotive - Manufacturer	24,554	30,268	23
Community - Green	18,773	22,615	20
News/Information - Politics	17,410	20,523	18

Retail - Tickets	23,618	27,007	14
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Business/Finance - Online Trading	10,218	11,533	13
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Services - Downloads	77,108	86,949	13
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Travel - Car Rental	5,297	5,954	12
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Retail - Fragrances/Cosmetics	13,434	14,956	11
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Travel - Transactions	3,854	4,287	11
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Retail - Toys	16,618	18,459	11
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comScore will be excluding the Top 50 Properties and the Top 50 Ad-Focus rankings until May 2010 when the unified digital measurement transition period concludes.

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 and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

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