

## comScore Reports Traffic to Leading French Sites in March

### Blogging and Travel Sites See Marked Traffic Increases During the Month

London, UK, 3 May 2007 – comScore, a leader in measuring the digital world, today revealed the top 10 French Internet properties and the top gaining properties during March 2007, based on data collected through its comScore World Metrix audience ratings service. Notable findings include:

- Google Sites, Microsoft Sites and France Telecom retained their rankings as the top three properties among French Internet users, with 17.2, 16.1 and 14.1 million French visitors, respectively.
- Groupe Aproxia re-entered the top 10 this month, driven by the popularity of its technology news site 01net.com.
- Spring and summer travel planning vaulted Amadeus Global Travel Distribution and Expedia Inc. into the list of the top 10 gaining properties in France. Amadeus led the gainers with 2.9 million French visitors (up 27 percent), while Expedia Inc. garnered 1.8 million visitors (up 25 percent).
- Hewlett Packard was the second-biggest gainer (up 27 percent to 2 million French visitors), driven largely by Snapfish.fr, its popular photo sharing and printing site.
- Blogging sites experienced substantial increases in the midst of the much-discussed French presidential election, highlighted by significant growth to both Canalblog.com (up 24 percent to 3.1 million visitors) and Radioblogclub.com (up 23 percent to 2 million visitors).

#### Top 10 Online Properties by French Unique Visitors, Age 15+

March 2007

Total France – Home and Work Locations\*

Source: comScore World Metrix

	Feb.-07 (000)	Mar.-07 (000)	Percentage Change
<b>Total French Internet Audience, Age 15+</b>	<b>24,464</b>	<b>25,050</b>	<b>2%</b>
Google Sites	17,006	17,217	1%
Microsoft Sites	15,843	16,149	2%
France Telecom	13,438	14,125	5%
Iliad/Free.fr Sites	11,980	12,800	7%
Yahoo! Sites	10,503	11,163	6%
Groupe Pages Jaunes	10,539	10,707	2%
eBay	10,728	10,619	-1%

Wikipedia Sites	7,941	8,502	7%
Skyrock Network	7,828	8,432	8%
Groupe Aproxia	7,640	8,081	6%

\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

<b>Top 10 Gaining Properties by Percentage Change in French Unique Visitors*</b>			
<b>March 2007 vs. February 2007</b>			
<b>Total French Visitors, Age 15+ – Home and Work Locations**</b>			
<b>Source: comScore World Metrix</b>			
	<b>Feb.-07</b>	<b>Mar.-07</b>	<b>Percentage Change</b>
	<b>(000)</b>	<b>(000)</b>	
<b>Total French Internet Audience, Age 15+</b>	<b>24,464</b>	<b>25,050</b>	<b>2%</b>
Amadeus Global Travel Distribution	2,265	2,888	27%
Hewlett Packard	1,602	2,037	27%
Carrefour Group	1,228	1,544	26%
Expedia Inc	1,401	1,750	25%
The Mozilla Organization	2,925	3,642	24%
CANALBLOG.COM	2,534	3,145	24%
NRJ Group	1,505	1,858	23%
RADIOBLOGCLUB.COM	1,664	2,042	23%
KADODUJOUR.COM	1,541	1,889	23%
Groupe Auchan	1,532	1,876	22%

\*Ranking based on the top 100 French properties in March 2007.

\*\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

#### About comScore

comScore, Inc. is a global leader in measuring the digital world. 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 analysts 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 more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).