

## comScore Networks Reports Late Season Surge in Online Holiday Buying

### Online Shoppers Set Single-Day Spending Record on December 11, Break it Two Days Later

**RESTON, Va., December 17, 2006** -- comScore Networks, a leader in measuring the digital age, today released its estimates of consumer online non-travel (retail) spending at U.S. sites for the 2006 holiday season through December 15. During the first 45 days of the holiday season, total online retail spending reached \$19.48 billion, marking a 25-percent increase versus the corresponding days in 2005.

2006 Holiday Season To Date vs. Corresponding Days in 2005 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Billions (\$)		
Holiday Season to Date	2005	2006	Pct Change
November 1 - December 15	\$15.57	\$19.48	25%

"Retailers have been aggressive this year with their online marketing efforts, targeting consumers with early season promotions," said Gian Fulgoni, chairman of comScore Networks. "And now they're looking finish off the season strong by tempting consumers to continue shopping online later, with guarantees of on-time delivery for items purchased as late as December 18."

"The growth rate of online retail spending accelerated during the latter part of last week, with sales on Friday, December 15 growing 38 percent versus the corresponding day last year," Mr. Fulgoni added. "This demonstrates consumers' willingness to rely on retailers' late-season shipping guarantees."

Daily Online Non-Travel Holiday Consumer Spending Week of December 15, 2006 Versus Corresponding Days in 2005 Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Millions (\$)		
	Corresponding Days in 2005	2006	Pct Change
December 11	\$556.2	\$660.8	19%
December 12	\$554.4	\$619.8	12%
December 13	\$516.9	\$666.9	29%
December 14	\$477.4	\$634.4	33%
December 15	\$450.8	\$623.9	38%

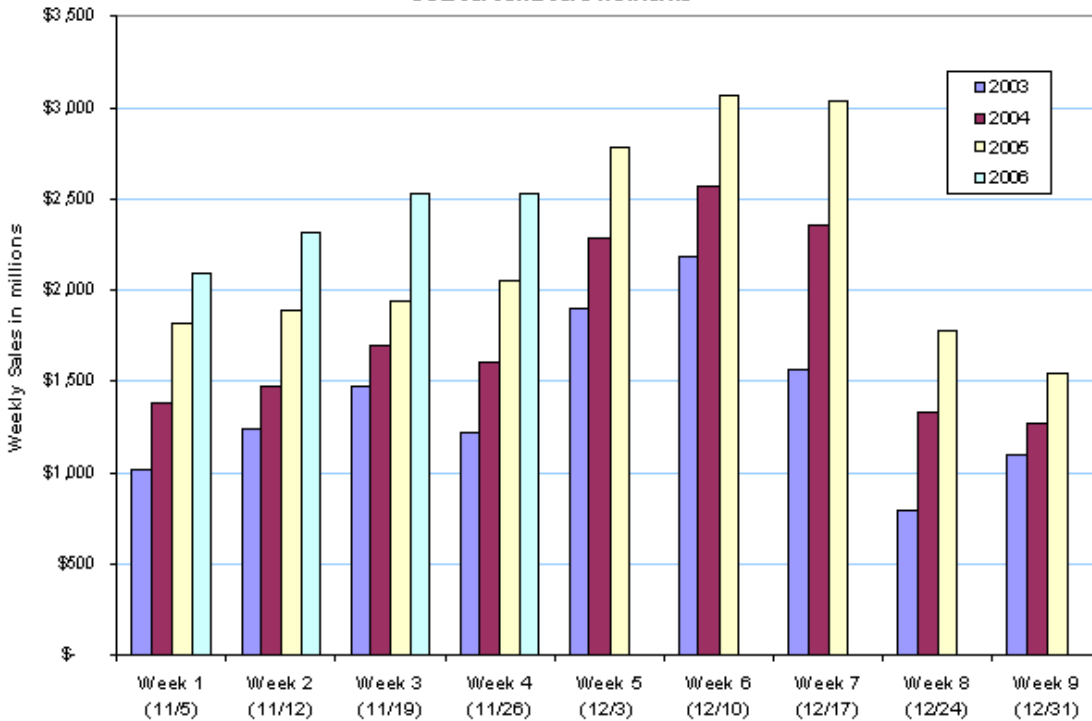
### Consumers Procrastinate, Spend More

On Monday, December 11, consumers set a single-day record for online spending with \$661 million. Two days later, that record was broken as consumers spent \$667 million online. Importantly, the growth rate versus year ago accelerated toward the end of the week, demonstrating that consumers are continuing to shop online later this season.

"Last week, online spending rose to its highest point of the year," said Mr. Fulgoni. "Several records were set, including the highest single-day of e-commerce spending ever on Wednesday, December 13 when consumers spent \$667 million online, up 29 percent versus the corresponding day last year. Later shipping deadlines this season and the fact that many consumers received a paycheck on December 15 could keep online sales in full swing early next week."

### Weekly Online Holiday Retail Sales

**Holiday Online Retail Sales**  
Source: comScore Networks



Please contact [press@comscore.com](mailto:press@comscore.com) to receive the data behind the above for use in graphical representation.

**comScore Networks 2006 E-Commerce Forecast**

Online Non-Travel Holiday Consumer Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Billions (\$)		
	2005	2006	Pct Change
January - October	\$62.6	\$77.5	24%
Holiday Season (Nov-Dec)	\$19.6	\$24.3*	24%*

\*comScore Networks forecast

**About comScore Networks**

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

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