

comScore Releases Top Japan Web Site Rankings for August 2008

Interest in the Olympics Spurs Growth at Sports Sites Yahoo! Sites and Google Sites Gain in August

TOKYO, Sept 30, 2008 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its August 2008 rankings of the largest and fastest-growing Internet properties and site categories in Japan, based on data from the comScore World Metrix audience measurement service. The month saw growth at travel sites as many planned trips for vacation season. The 2008 Olympics in Beijing, China triggered gains at sports sites, while strong storms in August prompted increases at weather sites.

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

"Interest in the Olympics was a key driver in Web activity for August," said Maru Sato, managing director of comScore Japan. "The Internet's ability to provide real-time information was a valuable resource for those seeking the latest results of their favorite competitors, such as gold medalist swimmer Kousuke Kitajima, or popular events, such as the judo and baseball competitions."

Top Gaining Site Categories for August 2008

Several travel-related categories experienced gains in August, as vacationers planned their trips and sought vacation deals. Travel - ground/cruise sites increased 24 percent to 4.6 million visitors on the strength of gains at rail travel sites, with many Japanese vacationers opting to stay closer to home and save on the increasing costs of air and car travel due to high gasoline prices. JR-odekake.net, a Japan Railway operated site which provides train transportation information, led the category with 1.2 million visitors in August. The travel - transaction category also achieved strong gains during the month, growing 20 percent to 7.5 million visitors.

The weather category also experienced gains in August -- up 17 percent to more than 13 million visitors -- as vacationers sought to stay abreast of the latest weather patterns. In particular, strong August storms that carried the possibility of affecting travel plans, had people anxiously seeking weather information online.

Several events caused the sports category to gain 17 percent to nearly 20 million visitors during the month. Interest in the 2008 Olympics led to strong traffic to sports sites, as visitors searched for the latest results and medal counts. The high school baseball championships also drew visitors to sports sites to follow the status of the August tournament.

Top Gaining Site Categories by Number of Unique Japanese Visitors
August 2008 vs. July 2008
Total Japan, Age 15+ - Home and Work Locations*
Source: comScore World Metrix

Site Category	Total Unique Visitors (000)		
	Jul-2008	Aug-2008	% Change
Total Internet : Total Audience	56,786	57,356	1
Travel - Ground/Cruise	3,733	4,632	24
Retail - Movies	5,720	6,867	20
Travel - Transactions	6,217	7,462	20
Weather	11,280	13,221	17
Sports	17,000	19,873	17

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

Top Gaining Properties for August 2008

With the Olympics and high school baseball driving interest in the sports category, some of the fastest gaining properties in August were sports sites, including NikkanSports.com (up 46 percent to 4.9 million visitors) and Sponichi.co.jp (up 44 percent to nearly 2.9 million visitors).

MapFan.com, the top gaining property in August, grew 48 percent to 2.7 million visitors as those opting for ground travel for their August vacations sought directions and local information online.

Top 10 Gaining Properties by Number of Japanese Unique Visitors*
 August 2008 vs. July 2008
 Total Japan, Age 15+ - Home and Work Locations**
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Jul-2008	Aug-2008	% Change
Total Internet : Total			
Audience	56,786	57,356	1
MAPFAN.COM	1,839	2,730	48
NIKKANSPO RTS.COM	3,377	4,928	46
JIJI.COM	3,116	4,510	45
SPONICHI.CO.JP	2,037	2,937	44
DMM.COM	2,269	2,819	24
NTV.CO.JP	3,387	4,065	20
VOICEPORT.JP	2,570	3,016	17
OKWAVE.JP	5,569	6,325	14
IMPRESS.CO.JP	4,978	5,560	12
WAKWAK.COM	2,554	2,851	12

*Ranking based on the top 100 Japanese properties in August 2008.

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

Top 10 Properties for August 2008

Yahoo! Sites maintained its strong #1 position in the Japanese market with more than 48 million visitors in August, an increase of 3 percent from July. Google Sites maintained the #2 spot with nearly 38 million visitors (up 4 percent), followed by Rakuten Inc. with more than 32 million visitors.

Top 10 Properties by Number of Japanese Unique Visitors
 August 2008 vs. July 2008
 Total Japan, Age 15+ - Home and Work Locations*
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Jul-2008	Aug-2008	% Change
Total Internet : Total			
Audience	56,786	57,356	1
Yahoo! Sites	46,979	48,171	3
Google Sites	36,390	37,804	4
Rakuten Inc	32,084	32,142	0
Microsoft Sites	30,134	30,122	0
FC2 inc.	28,465	28,871	1
NTT Group	28,158	28,152	0
Wikimedia Foundation			
Sites	23,373	23,480	0
Livedoor	23,550	23,298	-1

GMO Internet Group	23,612	23,225	-2
Nifty Corporation	22,814	22,888	0

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

About comScore

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