

Retail E-Commerce Climbs 23 Percent in Q2 Versus Year Ago

Total E-Commerce Reaches \$95 Billion during First Half of 2007

RESTON, Va., July 30, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released a report on U.S. e-commerce spending for the second quarter of 2007, which showed that non-travel (retail) e-commerce grew 23 percent versus year ago to \$27.2 billion, while online travel spending increased 14 percent to \$20.3 billion. Total U.S. e-commerce spending climbed 19 percent to \$47.5 billion during the period.

comScore U.S. Online Consumer Spending
Q2 2007 vs. Q2 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

	Billions (\$)		Percent
E-Commerce Spending	Q2 2006	Q2 2007	Change
Total	\$40.0	\$47.5	19 %
Non-Travel (Retail)	\$22.2	\$27.2	23 %
Travel	\$17.8	\$20.3	14 %

"Retail e-commerce rebounded solidly in the second quarter after a modest start to the year," said Gian Fulgoni, chairman of comScore. "After posting 17 percent growth versus year ago in Q1, retail e-commerce sales grew 23 percent year-over-year in Q2, matching the growth rates we've seen during the past couple of years."

Online Sales of Video Games, Consoles & Accessories Explodes

The top-gaining e-commerce category in Q2 versus year ago was video games, consoles & accessories, which jumped 159 percent on the strength of Nintendo Wii and PlayStation 3 sales. Sport & fitness also saw substantial gains (up 58 percent), followed by consumer electronics (up 51 percent) and event tickets (up 44 percent).

Top Gaining E-Commerce Categories
Q2 2007 vs. Q2 2006
Total U.S. - Home/Work/University
Locations
Source: comScore, Inc.

Category	Q2 2007 vs. Q2 2006
	Percent Change
Video Games, Consoles & Accessories	159 %
Sport & Fitness	58 %
Consumer Electronics (excl. PC Peripherals)	51 %
Event Tickets	44 %
Jewelry & Watches	32 %
Furniture, Appliances & Equipment	25 %
Music, Movies & Videos	24 %
Computer Software (excl. PC Games)	23 %
Books & Magazines	22 %
Apparel & Accessories	20 %

U.S Online Consumer Spending Likely to Reach \$200 Billion in 2007

Total U.S. online consumer spending reached \$170.8 billion in 2006, with non-travel spending accounting for \$102.1 billion and travel spending accounting for \$68.8 billion. Based on the first-half growth rates, total U.S. online consumer spending is on track to reach \$200 billion in 2007.

comScore U.S. Online Consumer Spending
First Half 2007 vs. First Half 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

	Billions (\$)		Percent
	Q1+Q2 2006	Q1+Q2 2007	Change
E-Commerce Spending			
Total	\$80.8	\$94.7	17 %
Non-Travel (Retail)	\$46.1	\$55.1	20 %
Travel	\$34.7	\$39.6	14 %

"Even factoring in the moderate growth rates from Q1, we're currently on pace to break \$200 billion in e-commerce spending in 2007," continued Mr. Fulgoni. "However, in the past we've seen growth rates accelerate as the year progresses, culminating with the online holiday shopping season, so \$200 billion may actually turn out to be a conservative estimate."

About comScore

comScore, Inc. (Nasdaq: SCOR) 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!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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