

## comScore Media Metrix Ranks Top 50 U.S. Web Properties for April

### Google Sites Capture #1 Property Ranking for the First Time April 15 Deadline Prompts Surge of Traffic to Tax Sites

RESTON, Va., May 15, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for April 2008 based on data from the comScore Media Metrix service. April saw Google Sites attain the number one spot in the Top 50 U.S. Properties ranking for the first time in its history with a total audience of more than 141 million visitors. Content categories showing gains in April included job search, career resources, and television sites.

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

"April was a very active month. Google took the top property position, thanks to continued search growth and rapid growth at YouTube," commented Jack Flanagan, executive vice president of comScore Media Metrix. "The significant traffic growth at tax sites, which began in January, reached a crescendo by the tax filing deadline on April 15 as taxpayers sought information, forms, and online filing facilities. The return of the network television programs after the writers strike sent fans to a variety of sites to get information on their favorite shows, catch up on episodes they may have missed, get refreshed on plotlines, and to stream new episodes."

#### Top 50 Properties

Google Sites captured the top position in the Top Properties ranking for the first time, reaching 141 million Americans in April. Yahoo! Sites ranked second with 140.6 million visitors, followed by Microsoft Sites with 121.2 million visitors. Superpages.com Network and CareerBuilder LLC both jumped eight spots in the ranking to positions 18 and 30, respectively.

#### Deadline Drives Traffic to Tax Sites

Americans racing to file their taxes by April 15 propelled gains at several tax-related sites. IRS.gov grew 35 percent to 23.4 million visitors, ranking as one of the top-gaining properties for the month. Intuit rose 11 percent to 13.3 million visitors, while TaxACT drew 5.2 million visitors and H&R Block attracted 4.2 million visitors.

#### Job Search and Career Sites Experience Gains Fueled by Graduates and the Economy

Job search and career resource sites both experienced gains in April, as impending college graduations and an uncertain economy had Americans taking steps to control their careers. The job search category grew 5 percent increase to 17.2 million visitors, led by gains at Indeed.com Job Search (up 10 percent to 4.7 million visitors), SimplyHired.com Sites (up 29 percent to 3 million visitors), and AOL Find a Job by CareerBuilder.com Job Search (up 22 percent to 1.4 million visitors). The career resources category saw a 3-percent increase during the month to 44 million visitors, led by CareerBuilder LLC with 23.9 million visitors.

#### Television Sites Gain as New Episodes Air

With the writers strike resolved, many television shows finally returned to the airwaves in April with new episodes, causing the TV category to increase 4 percent to 93.2 million visitors. Yahoo! TV led the category with 15.6 million visitors, a 38-percent increase versus the previous month, followed by AOL Television with 12.5 million visitors and MySpace TV with 12 million visitors. Significant gains were also achieved by MSN TV (up 21 percent to 11.7 million visitors) and ABC.com (up 18 percent to 9 million visitors).

#### Top 50 Ad Focus Ranking

Platform-A continued to lead the Ad Focus ranking, reaching 89 percent of the more than 190 million Americans online in April. Turn, Inc. jumped 10 positions to #32, reaching 32 percent of the online population. National Newspaper Network introduced two Ad Focus entities in April, NNN Top 25 and NNN Top 10, which entered the rankings at position 40 and 50, respectively.

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
 April 2008 vs. March 2008  
 Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Mar-08	Apr-08	% Change	
Total Internet :				
Total Audience	188,010	190,728	1	N/A
PlayList.com	5,548	7,632	38	137
MLB.com	9,799	13,318	36	76
IRS.gov	17,311	23,354	35	34
TheStreet.com Sites	3,733	4,667	25	238
Chrysler LLC	4,167	5,149	24	209
CondeNast Publications				
- CondeNet Network	8,760	10,563	21	97
Lowe.com	8,728	10,445	20	99
Womensforum.com Sites	6,150	7,252	18	149
Yum! Brands Inc.	4,109	4,845	18	224
ABC.com	7,667	9,032	18	111

\* Ranking based on the top 250 properties in April 2008

TABLE 2  
 comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)  
 April 2008 vs. March 2008  
 Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Mar-08	Apr-08	% Change
Total Internet :			
Total Audience	188,010	190,728	1
Pharmacy	16,730	18,105	8
Retail - Food	15,097	16,234	8
Fragrances/Cosmetics	18,266	19,574	7
Job Search	16,384	17,175	5
Community - Women	78,030	81,487	4
Entertainment - TV	89,590	93,222	4
Business/Finance			
- News/Research	61,549	64,043	4
Career Resources	42,562	43,997	3
Hobbies/Lifestyle - Home	44,349	45,526	3
Car Rental	6,125	6,287	3

TABLE 3  
 comScore Top 50 Properties (U.S.)  
 April 2008  
 Total U.S. - Home, Work and University Locations  
 Unique Visitors (000)  
 Source: comScore Media Metrix

Rank	Property	Unique Visitors	Unique Visitors
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	(000)	Rank	Property	(000)
Total Internet:				
	Total Audience			190,728
1	Google Sites	26	Disney Online	25,171
2	Yahoo! Sites	27	Shopzilla.com Sites	25,154
3	Microsoft Sites	28	Gorilla Nation	25,045
4	AOL LLC	29	Comcast Corporation	24,192
5	Fox Interactive Media	30	CareerBuilder LLC	23,942
6	eBay	31	Bank of America	23,906
7	Wikipedia Sites	32	United Online, Inc	23,824
8	Amazon Sites	33	Expedia Inc	23,531
9	Ask Network	34	IRS.gov	23,354
10	Time Warner - Excluding AOL	35	Yellowpages.com Network	23,168
11	Apple Inc.	36	Gannett Sites	23,128
12	New York Times Digital	37	Photobucket.com LLC	22,551
13	Viacom Digital	38	ESPN	21,423
14	Facebook.com	39	Monster Worldwide	20,860
15	Weather Channel, The	40	iVillage.com: The Womens Network	19,955
16	Glam Media	41	WebMD Health	19,852
17	CNET Networks	42	Atrinsic, Inc.	19,792
18	Superpages.com Network	43	Demand Media	19,758
19	Adobe Sites	44	Real.com Network	19,291
20	craigslist, inc.	45	E.W. Scripps	19,263
21	AT&T, Inc.	46	WordPress	18,570
22	Wal-Mart	47	Cox Enterprises Inc.	18,404
23	Target Corporation	48	Answers.com Sites	18,109
24	Verizon Communications Corporation	49	NBC Universal	17,692
25	CBS Corporation	50	WorldNow - ABC Owned Sites	17,564

TABLE 4  
comScore Ad Focus Ranking (U.S.)  
April 2008  
Total U.S. - Home, Work and University Locations  
Unique Visitors (000)  
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
Total Internet :							
	Total Audience	190,728	100.0				
1	Platform-A**	170,508	89%	26	MySpace.com*	72,214	38%
2	Advertising.com**	167,749	88%	27	CPX Interactive**	69,178	36%
3	Yahoo! Network**	160,206	84%	28	eBay.com	66,588	35%
4	Google Ad Network**	155,882	82%	29	Ybrant/AdDynamix Network**	66,341	35%
5	Specific Media**	144,773	76%	30	YouTube.com	66,236	35%
6	ValueClick Networks**	140,930	74%	31	Gorilla Nation		

					Media	66,009	35%
7	Yahoo!	138,912	73%	32	Turn, Inc**	60,617	32%
8	Tribal Fusion**	135,113	71%	33	Quigo**	60,347	32%
9	Google	133,528	70%	34	MSN.COM		
					Home Page	57,301	30%
10	Casale Media						
	Network**	127,184	67%	35	Ask Network	54,086	28%
11	DRIVEpm**	119,595	63%	36	Kontera**	52,159	27%
12	adconion media						
	group**	117,965	62%	37	Real Cities		
					Network	48,015	25%
13	Traffic						
	Marketplace**	114,682	60%	38	MapQuest	47,535	25%
14	AOL Media						
	Network	111,277	58%	39	Amazon.com	47,274	25%
15	interCLICK**	107,961	57%	40	NNN Top 25	47,153	25%
16	MSN-Windows Live	107,336	56%	41	IB Local Network	46,827	25%
17	Tremor Media -						
	Media Partners	101,929	53%	42	PrecisionClick**	45,622	24%
18	24/7 Real						
	Media**	99,959	52%	43	Business.com		
					Network	44,304	23%
19	ADSDAQ by						
	ContextWeb**	93,815	49%	44	Vizi Inc**	44,127	23%
20	Burst Media**	89,670	47%	45	YuMe Video		
					Network	43,137	23%
21	Collective						
	Media**	88,279	46%	46	eBay.com		
					Home Page	40,511	21%
22	AdBrite**	81,838	43%	47	About	40,346	21%
23	Centro	80,258	42%	48	IACAS Network	39,286	21%
24	Undertone						
	Networks**	72,940	38%	49	The Nabbr		
					Network -		
					Exclusive Media		
					Partners	38,575	20%
25	Vibrant Media**	72,351	38%	50	NNN Top 10	37,211	20%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in April. For instance, Yahoo! was seen by 73 percent of the more than 190 million Internet users in April.

\* Entity has assigned some portion of traffic to other syndicated entities.

\*\* Denotes an advertising network.

## 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. For more information, please visit <http://www.comscore.com/boilerplate>

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