

comScore Media Metrix Releases Top 50 Web Rankings for September

Controversy and Candidates Cause Spike to Political Sites Yahoo! Sites Remains Top Property as Wikipedia Sites and New York Times Digital Move Up in the Top 10

RESTON, Va., Oct 18, 2007 /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 top online properties for September 2007 from its comScore Media Metrix service. Political sites gained as political controversies grabbed headlines and the 2008 presidential campaigns kicked into high gear. Sports sites grew amid football season excitement, and several retail categories appear in the ranking of top gaining categories. The religion category saw significant gains for the second consecutive month.

"Traditionally, presidential campaigns pick up intensity after Labor Day with the primaries just around the corner," said Jack Flanagan, executive vice president of comScore Media Metrix. "So it's no surprise to see a jump in activity in the September before an election year. With the Internet playing an increasingly important role in American politics, it will be interesting to see if the growth trends continue as we inch closer to November 2008."

Controversial Ad and Presidential Candidates Fuel Growth in Political Category

The politics category surged 17 percent in September, attracting 8.4 million visitors and ranking as the top-gaining category for the month. Two political controversies also helped fuel interest in the category, as Idaho Sen. Larry Craig's airport sex scandal and MoveOn.org's controversial "General Betray Us" ad in the New York Times had the airwaves abuzz. Capitol Advantage led the category with 794,000 visitors (up 31 percent), followed by MoveOn.org, which jumped 81 percent to 608,000 visitors as a result of the controversy. Among the Republican presidential contenders, the Web sites for Former Tennessee Sen. Fred Thompson (Fred08.com) and Massachusetts Gov. Mitt Romney (MittRomney.com) made their first appearances in the rankings, attracting 273,000 and 127,000 visitors, respectively.

Football Season Drives Increase to Sports Sites

With September marking the beginning of football season in the United States, the sports category experienced an 8 percent increase to nearly 80 million visitors. Yahoo! Sports led the category 24.6 million visitors (up 22 percent), barely edging out ESPN with 24.2 million visitors (up 22 percent). NFL Internet Group rose 26 percent to 18.1 million visitors.

Retail Sites See Growth in September

Several retail specific categories experienced growth in September. Retail food jumped 14 percent to 13.7 million visitors, led by Papajohnsonline.com with 1.6 million visitors (up 4 percent), which likely saw a boost from football season. Flowers, gifts and greetings saw a 9 percent increase to more than 29 million visitors, as American Greetings Property held the top spot with 6.6 million visitors (up 4 percent). Fragrances and cosmetics also gained in September, growing 6 percent to 14.3 million visitors, led by Avon Products Inc. with 3.6 million visitors (up 19 percent).

Religion Category Sees Significant Gains for Second Consecutive Month

On the heels of a 5 percent gain in August, the religion category rose 13 percent in September, reaching nearly 22 million visitors. BeliefNet Network led the category with 2.9 million visitors (up 13 percent), followed by Salem Web Network with 1.8 million visitors (up 15 percent) and ChristianBook.com with 1.6 million visitors (up 12 percent).

Top 50 Properties

September saw Wikipedia Sites and New York Times Digital each gain one spot in the rankings, capturing positions eight and 10, respectively. ESPN jumped 16 positions to number 24, with more than 24 million visitors, while CBS Corporation moved up seven spots to number 17 with more than 30 million unique visitors. iVillage.com: The Women's Network, NFL Internet Group, EA Online, and Dictionary.com Sites all entered the rankings in September.

Top 50 Ad Focus Ranking

Advertising.com remained atop the Ad Focus Ranking in September, reaching 88 percent of the 181 million Americans online with their advertising. Yahoo! moved up a spot to number two, reaching 74 percent of Internet users, while Specific Media gained two spots to claim the number four position. Blue Lithium and AOL Media Network also enjoyed increases, reaching 65

percent and 61 percent of Americans online, respectively. Collective Media joined the ranking this month at number 22, reaching 41 percent of the online population, while ESPN (number 47) and CareerBuilder Network (number 48) also entered the rankings.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
 September 2007 vs. August 2007
 Total U.S. Home, Work and University Internet Users
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Aug-07	Sep-07	% Change	
Total Internet : Total Audience	181,257	181,858	0	N/A
Internet Brands, Inc.	2,742	7,424	171	127
HotChalk Network	3,315	6,379	92	150
GamesRadar Network	3,138	4,864	55	197
Liberty Media Holding Corporation	5,432	8,298	53	108
ABC.com	6,135	9,236	51	97
ImageShack.us	4,674	6,602	41	142
Pearson Education	8,633	11,563	34	78
Dictionary.com Sites	11,763	15,660	33	50
Reed Elsevier Group	3,738	4,888	31	195
Gemstar-TVGuide International, Inc.	4,339	5,627	30	177

* Ranking based on the top 250 properties in September 2007

TABLE 2

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)
 September 2007 vs. August 2007
 Total U.S. Home, Work and University Internet Users
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Aug-07	Sep-07	% Change
Total Internet : Total Audience	181,257	181,858	0
Politics	7,213	8,413	17
Retail - Food	12,015	13,682	14
Religion	19,401	21,914	13
Flowers/Gifts/Greetings	26,908	29,238	9
Sports	73,717	79,974	8
Information	63,234	67,852	7
Online Gambling	13,001	13,834	6
Fragrances/Cosmetics	13,471	14,329	6
Reference	77,961	82,197	5
Technology - News	42,326	43,954	4

TABLE 3

comScore Top 50 Properties (U.S.)
 September 2007
 Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
Total Internet:					
	Total Audience	181,858			
1	Yahoo! Sites	135,578	26	Verizon Communications Corporation	23,982
2	Google Sites	129,508	27	CRAIGSLIST.ORG	23,124
3	Time Warner Network	121,894	28	Bank of America	22,997
4	Microsoft Sites	119,193	29	United Online, Inc	22,908
5	Fox Interactive Media	79,951	30	Yellowpages.com Network	22,808
6	eBay	78,105	31	CareerBuilder LLC	22,507
7	Amazon Sites	53,803	32	Glam Media	22,421
8	Wikipedia Sites	52,800	33	Shopzilla.com Sites	22,272
9	Ask Network	51,723	34	Photobucket.com LLC	21,349
10	New York Times Digital	45,276	35	Disney Online	21,343
11	Viacom Digital	44,300	36	Gannett Sites	20,829
12	Apple Inc.	43,122	37	Lycos Sites	20,273
13	Weather Channel, The	37,571	38	Real.com Network	19,998
14	CNET Networks	32,687	39	Superpages.com Network	18,980
15	Adobe Sites	30,847	40	iVillage.com: The Womens Network	18,837
16	FACEBOOK.COM	30,601	41	WebMD Health	18,366
17	CBS Corporation	30,118	42	NFL Internet Group	18,081
18	Gorilla Nation	30,097	43	ARTISTdirect Network	17,829
19	Target Corporation	28,749	44	NBC Universal	17,132
20	AT&T, Inc.	28,301	45	E.W. Scripps	17,080
21	Wal-Mart	27,036	46	Weatherbug Property	16,772
22	Monster Worldwide	25,615	47	The Mozilla Organization	16,724
23	Expedia Inc	25,058	48	Cox Enterprises Inc.	16,224
24	ESPN	24,168	49	EA Online	15,784
25	Comcast Corporation	24,007	50	Dictionary.com Sites	15,660

TABLE 4

comScore Ad Focus Ranking (U.S.)

September 2007

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	181,858	100 %				
1	Advertising.com**	160,166	88 %	26	Vibrant Media**	68,644	38 %
2	Yahoo!	133,957	74 %	27	AdDynamix.com**	68,481	38 %
3	ValueClick**	133,507	73 %	28	MYSFACE.COM	68,449	38 %
4	Specific Media**	130,716	72 %	29	EBAY.COM	67,124	37 %
5	Tribal Fusion**	129,615	71 %	30	Gorilla Nation Media	65,250	36 %
6	Google Ad Network**	123,352	68 %	31	Undertone Networks**	56,304	31 %
7	Google	122,107	67 %	32	PrecisionClick**	54,864	30 %
8	Blue Lithium**	118,684	65 %	33	MSN.COM Home Page	54,161	30 %
9	AOL Media Network	111,411	61 %	34	Ask Network	51,723	28 %

10	Casale Media			35	Mapquest	50,031	28 %
	Network**	111,066	61 %	36	YOUTUBE.COM	47,486	26 %
11	Traffic			37	Business.com		
	Marketplace**	109,856	60 %		Network	44,738	25 %
12	DRIVEpm**	105,926	58 %	38	AMAZON.COM	44,224	24 %
13	MSN-Windows Live	104,578	58 %	39	Kontera**	42,461	23 %
14	YAHOO.COM Home			40	EBAY.COM Home Page	39,534	22 %
	Page	94,124	52 %	41	ABOUT.COM	38,751	21 %
15	24/7 Real Media**	91,493	50 %	42	FACEBOOK.COM	30,601	17 %
16	Tremor Media	90,432	50 %	43	WEATHER.COM	27,526	15 %
17	AOL	90,297	50 %	44	Real Cities Network	25,879	14 %
18	Interclick**	81,732	45 %	45	CNN	24,622	14 %
19	Burst Media**	81,412	45 %	46	WALMART.COM	24,394	13 %
20	adconion media			47	ESPN	24,168	13 %
	group**	77,732	43 %	48	CareerBuilder		
21	Centro	77,427	43 %		Network	23,299	13 %
22	Collective			49	Nick Kids & Family	22,852	13 %
	Media**	75,276	41 %	50	Yellowpages.com		
23	AdBrite**	73,569	40 %		Network	22,808	13 %
24	ContextWeb**	72,981	40 %				
25	CPX Interactive**	70,242	39 %				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in September. For instance, Yahoo! was seen by 74 percent of the almost 182 million Internet users in September.

* 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. 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, NestlA(C), 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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