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Eleven Consecutive Billion-Dollar Days of Online Desktop Spending from Thanksgiving through Cyber Week Mark the Longest Streak Ever

Online Sales Since Thanksgiving Up a Strong 14-Percent Y/Y vs. 11 Percent Prior to the Holiday Mobile Commerce Pushes Spending Growth Over 20 Percent for Thanksgiving, Black Friday and Cyber Monday

RESTON, Va., Dec. 6, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 34 days of the November-December 2016 holiday season. For the holiday season-to-date, \$38.0 billion has been spent online, marking a 12-percent increase versus the corresponding days last year.



Cyber Week, the week beginning with Cyber Monday, posted strong growth online, raking in \$11.0 billion in desktop spending for an increase of 13 percent compared to the same week last year. This marked the first time ever that a full Monday through Sunday week boasted the accomplishment of having all seven days surpass a billion dollars in spending, while both Cyber Monday and the Tuesday following it eclipsed \$2 billion in desktop sales. These seven days continued an even longer stretch beginning on Thanksgiving of eleven consecutive billion-dollar desktop spending days, marking the longest streak of days reaching that milestone in history. Also noteworthy is that sales growth has picked up significantly since Thanksgiving, with online spending on desktop up a strong 14-percent year-over-year, compared to an increase of 11 percent for the period of November that preceded Thanksgiving.

2016 Holiday Season To Date vs. Corresponding Days* in 2015			
Non-Travel (Retail) E-Commerce Spending			
Excludes Auctions and Large Corporate Purchases			
Total U.S. - Home & Work Desktop Computers			
Source: comScore, Inc.			
	Millions (\$)		
	2015	2016	Percent Change
Season to Date (Nov. 1-Dec. 4, 2016)	\$33,872	\$37,986	12%
Pre-Thanksgiving (Nov. 1-23, 2016)	\$19,206	\$21,263	11%
Thanksgiving thru Cyber Week (Nov. 24-Dec. 4)	\$14,665	\$16,723	14%
Thanksgiving Day (Nov. 24)	\$1,096	\$1,287	17%
Black Friday (Nov. 25)	\$1,656	\$1,970	19%
Holiday Weekend (Nov. 26-27)	\$2,169	\$2,486	15%
Cyber Monday (Nov. 28)	\$2,280	\$2,671	17%
Thanksgiving thru Cyber Monday	\$7,201	\$8,414	17%
Cyber Week (Nov. 28-Dec. 4)	\$9,745	\$10,980	13%
Cyber Week Mon-Fri (Nov. 28-Dec. 2)	\$7,815	\$8,802	13%
Cyber Weekend (Dec. 3-4)	\$1,929	\$2,178	13%

*Corresponding days based on corresponding shopping days (November 3 thru December 6, 2015)

"Online holiday commerce continues to perform very well through the week following Cyber Monday. We're seeing billion-dollar shopping days become the new norm, with eleven consecutive days eclipsing that milestone on desktop - a trend we expect to continue through the current week and beyond," said comScore CEO Gian Fulgoni.

Mobile Drives Total Digital Spending Growth Over 20 Percent for Key Holiday Shopping Days

Recently compiled mobile commerce data for key shopping days highlights the channel's increasing importance in driving digital commerce. Mobile buying on smartphones and tablets accounted for \$597 million of spending on Thanksgiving (up 26 percent year-over-year), \$797 million on Black Friday (up 41 percent) and more than \$1 billion on Cyber Monday (up 29

percent). The success of mobile drove total digital spending growth to surpass 20 percent on all three days, while Cyber Monday 2016 solidified itself as the largest spending day on record with an astounding \$3.7 billion in total digital commerce.

Key Shopping Days in 2016 Holiday Season vs. 2015: Desktop and Mobile Spending Non-Travel (Retail) Total Digital Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers, Smartphones, Tablets Source: comScore E-Commerce and M-Commerce Measurement			
	Millions (\$)		
	2015	2016	Percent Change
Thanksgiving Day (Nov. 24)			
Desktop	\$1,096	\$1,287	17%
Mobile	\$474	\$597	26%
Total Digital	\$1,570	\$1,884	20%
Black Friday (Nov. 25)			
Desktop	\$1,656	\$1,970	19%
Mobile	\$567	\$797	41%
Total Digital	\$2,223	\$2,767	24%
Cyber Monday (Nov. 28)			
Desktop	\$2,280	\$2,671	17%
Mobile	\$782	\$1,009	29%
Total Digital	\$3,062	\$3,680	20%

Fulgoni added, "The key shopping days of Thanksgiving, Black Friday and Cyber Monday all experienced strong growth rates of buying using mobile devices, giving a boost to total digital sales, with mobile accounting for more than a quarter of online spending on those days. While mobile continues to have more friction points and therefore lower conversion than desktop, it's clear that many consumers are becoming increasingly comfortable transacting over these devices."

For more online retail insights from the 2016 holiday season, visit our [comScore blog](#) or check out our most recent [press releases](#).

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

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