

Cyber Monday Spending Propels Holiday E-Commerce to Strong Week of More than \$4 Billion in Sales

Buying from Work and Home Account for Nearly Same Share of Online Holiday Spending

RESTON, Va., Dec 02, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an update of holiday season e-commerce spending covering the first 30 days (November 1 - 30) of the November - December 2007 holiday season. More than \$13.4 billion has been spent online during the season-to-date, marking an 18-percent gain versus the corresponding days last year. The heaviest online spending day of the season thus far was Cyber Monday (November 26) with \$733 million in sales, marginally higher than sales on Thursday, November 29.

2007 Holiday Season To Date vs. Corresponding Days* in 2006

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

Holiday Season to Date	Billions (\$)		
	2006	2007	Pct Change
November 1 - 30	\$11.41	\$13.43	18%
Week Ending November 30	\$3.43	\$4.06	18%
Thanksgiving Day (November 22)	\$0.21	\$0.27	29%
"Black Friday" (November 23)	\$0.43	\$0.53	22%
"Cyber Monday" (November 26)	\$0.61	\$0.73	21%

* Corresponding Shopping Days, Not Calendar Days

"This most recent week saw several very strong days for online retail spending," said comScore Chairman Gian Fulgoni. "Beginning with a record \$733 million on Cyber Monday, each of the next three days also surpassed \$700 million in sales, resulting in more than \$4 billion in online spending during the week."

Some additional observations since Cyber Monday include:

- The fastest-growing retail sites since Cyber Monday compared to the corresponding days last year (within the top 20 most frequently visited retail sites) were: Yahoo Shopping, Target, Apple, Circuit City and Toys "R" Us.
- A number of the traditionally more popular product categories for holiday gifts saw strong growth in dollar sales versus last year: video games, consoles and accessories (+170%), toys (+36%), computer hardware (+21%), sports and fitness (+19%).

Most Online Holiday Shopping Occurs at Work

Cyber Monday has historically represented the first significant spike in online holiday spending because it is the first working day after the Thanksgiving holiday, and shopping from work remains a key component of total online shopping behavior. For the first 30 days of the holiday season, 45.5 percent of all online retail spending came from work locations, edging out the 44.1 percent of spending from home.

Online Spending by Location

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

November 1-30, 2007 vs. Corresponding Days in 2006
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

Share (%) of Dollars Spent Online

Location	2006	2007	Point Change
All Locations	100.0%	100.0%	0.0
Home	42.3%	44.1%	1.8
Work	45.5%	45.5%	0.0
University	4.0%	4.4%	0.4
International	8.2%	6.0%	-2.2

"Even though the vast majority of Internet-enabled homes now have high speed connections, shopping from work remains a key component of online holiday retail spending," added Mr. Fulgoni. "This suggests that the privacy afforded by shopping at work, without family members looking over one's shoulder, is one of the important factors in determining where consumers choose to shop online. Also interesting is that despite the declining value of the U.S. dollar, the share of spending from international locations dropped versus last year. This would appear to indicate that maturing international e-commerce markets are succeeding in keeping more foreign online spending overseas."

comScore 2007 Retail E-Commerce Forecast

Online Non-Travel (Retail) Holiday Consumer Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Billions (\$)		Pct Change
	2006	2007	
January - October	\$77.5	\$93.6	21%
Holiday Season (Nov-Dec)	\$24.6	\$29.5*	20%*
*comScore forecast			

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 800 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 www.comscore.com.

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