

comScore Media Metrix Ranks Top 50 U.S. Web Properties for July 2008

Travel Sites Continue to See Strong Gains During Summer Months

Retail, Movie and Entertainment News Sites Keep Americans Entertained During July

RESTON, Va., Aug 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 July 2008 based on data from the comScore Media Metrix service. Continuing the summer trends in Web usage observed last month, leisure-oriented categories demonstrated gains in July, including travel, retail, tickets and entertainment news.

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

"The summer months tend to draw Americans to more leisure pursuits and that was certainly the case in July," commented Jack Flanagan, executive vice president of comScore Media Metrix. "Ground travel and cruise sites gained once again, as many Americans sought more budget-friendly ways to enjoy their summer vacations amid economic and fuel price concerns. Summer blockbusters and big celebrity news also provided a boost to the entertainment categories."

Traffic to Travel Sites Continues to Grow

Several travel categories gained in July as Americans left for summer vacations. The travel -- ground/cruise category jumped 10 percent to 12.7 million visitors, making it the top-gaining category for the month, while the travel-information category grew 7 percent to 47.6 million visitors.

The hotels/resorts category gained 6 percent to more than 34 million visitors. Some of the top-gainers in the category included Hotels.com (up 6 percent to 5.2 million), Choice Hotels International (up 8 percent to 3.2 million) and HolidayInn.com (up 11 percent to 2.7 million).

Certain Retail Categories Gain Despite Weak Economy

Despite a sluggish retail economy in the U.S., a handful of retail categories achieved traffic increases in July, possibly due to consumers shopping online instead of using expensive gasoline to drive to the store. Retail -- consumer goods sites rose 8 percent to 22.5 million visitors, including double-digit growth by Staples.com Sites (up 22 percent to 6.5 million visitors), Office Depot (up 12 percent to 4.8 million visitors), and DisneyShopping.com (up 32 percent to 1.6 million visitors).

Meanwhile, the retail - mall category increased 7 percent to 28 million visitors, led by AOL Shopping with 6.3 million visitors (up 19 percent), MSN Shopping with 5.8 million visitors and QVC Sites with 5 million visitors.

The Dark Knight and other Summer Movies Drive Traffic to Ticket Sites

With the release of several highly anticipated summer films, most prominently The Dark Knight, retail - ticket sites grew 5 percent to more than 44 million visitors as movie goers pre-purchased tickets to avoid long lines and sell outs at theaters. Moviefone led the category with 17.5 million visitors (up 12 percent), while Fandango posted a 29-percent gain to 9.3 million visitors and MovieTickets.com jumped 13 percent to 4.7 million visitors.

Hot Celebrity Gossip Stories Prompt Growth at Entertainment News Sites

July was packed with major celebrity stories including the birth of Angelina and Brad's twins and Christie Brinkley's public divorce, which helped boost the entertainment news category 5 percent to 52.7 million visitors. Gossip site omg! led the category with more than 16 million visitors, a 19-percent gain from June, followed by TMZ with 9.7 million visitors (up 9 percent) and People with 8.8 million visitors (up 4 percent).

Top 50 Properties

Google Sites maintained its #1 position in the Top Properties ranking, reaching 141.6 million Americans in July, while Yahoo! Sites captured the second spot with 140.3 million and Microsoft Sites ranked third with 120.2 million visitors. CBS Corporation jumped 27 spots to #10 due to its recent acquisition of CNET Networks, which resulted in an incremental gain of nearly 30 million visitors to the property. Ask Network moved up two positions in the top 10 to #7 with 58.6 million visitors.

Top 50 Ad Focus Ranking

Platform-A, which includes Advertising.com, Quigo and other ad networks, led the Ad Focus ranking in July, reaching 90 percent of the 189 million Americans online. Yahoo! Network (85 percent reach) ranked second, followed by Google Ad Network (81 percent reach), and Specific Media (81 percent reach).

TABLE 1
comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
July 2008 vs. June 2008
Total U.S. - Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jun-08	Jul-08	% Change	
Total Internet :				
Total Audience	189,873	189,134	0	N/A
CBS Corporation	20,867	48,191	131	10
The Mozilla				
Organization	9,634	18,323	90	42
Infospace Network	9,840	13,467	37	69
General Mills	4,230	5,779	37	185
Nordstrom, Inc.	3,810	5,201	37	205
ABCNEWS DIGITAL	5,911	8,058	36	127
GSN Games Network	4,627	6,308	36	173
Vlaze Media				
Networks, Inc.	6,190	8,386	35	120
GAMEVANCE.COM	4,158	5,588	34	194
EVERSAVE.COM	5,398	7,192	33	145

*Ranking based on the top 250 properties in July 2008

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

	Total Unique Visitors (000)		
	Jun-08	Jul-08	% Change
Total Internet :			
Total Audience	189,873	189,134	0
Travel - Ground/Cruise	11,484	12,663	10
Retail - Consumer Goods	20,795	22,455	8
Retail - Mall	26,123	28,068	7
Retail - Movies	25,251	26,985	7
Travel - Information	44,631	47,569	7
Travel - Hotels/Resorts	32,282	34,095	6
Online Gambling	12,038	12,648	5
Retail - Tickets	42,166	44,228	5
Entertainment - News	50,315	52,735	5
Career Services and			
Development	59,031	61,544	4

TABLE 3
comScore Top 50 Properties (U.S.)

July 2008

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		189,134			
1	Google Sites	141,579	26	Verizon Communications Corporation	28,508
2	Yahoo! Sites	140,302	27	Gorilla Nation	27,896
3	Microsoft Sites	120,173	28	Superpages.com Network	27,651
4	AOL LLC	111,396	29	Yellowpages.com Network	26,139
5	Fox Interactive Media	88,321	30	United Online, Inc	25,394
6	eBay	70,868	31	Expedia Inc	24,903
7	Ask Network	58,566	32	Photobucket.com LLC	24,721
8	Amazon Sites	58,462	33	Bank of America	23,933
9	Wikipedia Sites	53,129	34	CareerBuilder LLC	22,582
10	CBS Corporation	48,191	35	Real.com Network	21,877
11	Apple Inc.	46,080	36	Demand Media	21,604
12	New York Times Digital	43,853	37	Shopzilla.com Sites	21,446
13	Turner Network	43,570	38	WordPress	20,929
14	Glam Media	43,038	39	Monster Worldwide	20,496
15	Viacom Digital	42,547	40	Gannett Sites	19,484
16	FACEBOOK.COM	39,087	41	WhitePages	19,396
17	craigslist, inc.	34,157	42	The Mozilla Organization	18,323
18	Weather Channel, The	33,486	43	ESPN	18,101
19	Time Warner - Excluding AOL	31,989	44	Weatherbug Property	18,057
20	Wal-Mart	31,637	45	Travelport	17,748
21	Comcast Corporation	30,109	46	Experian Interactive	17,687
22	Disney Online	29,475	47	Cox Enterprises Inc.	17,650
23	Adobe Sites	29,403	48	iVillage.com: The Womens Network	17,412
24	AT&T, Inc.	29,306	49	Hearst Corporation	17,389
25	Target Corporation	28,542	50	WebMD Health	17,277

TABLE 4

comScore Ad Focus Ranking (U.S.)

July 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		189,134	100%				
1	Platform-A***	171,062	90%	26	Undertone Networks**	81,372	43%
2	Yahoo! Network**	160,355	85%	27	Centro	78,276	41%
3	Google Ad Network**	153,529	81%	28	MYSAPCE.COM*	75,295	40%

4	Specific Media**	153,258	81%	29	Vibrant Media**	73,978	39%
5	ValueClick Networks**	148,401	78%	30	Ybrant - Oridian - Addynamix Network**	73,461	39%
6	Tribal Fusion**	142,736	75%	31	YOUTUBE.COM	73,322	39%
7	Yahoo!	138,309	73%	32	NNN Total Newspapers: U.S.	69,184	37%
8	YuMe Video Network - Media Partners ++	136,455	72%	33	Gorilla Nation Media	65,759	35%
9	Google	133,184	70%	34	Ask Network	58,566	31%
10	adconion media group**	130,155	69%	35	MSN.COM Home Page	57,585	30%
11	Casale Media Network**	129,944	69%	36	EBAY.COM	57,007	30%
12	Traffic Marketplace**	127,758	68%	37	IAC Ad Solutions - Media Partners	54,639	29%
13	DRIVEpm**	125,312	66%	38	TattoMedia**	53,854	28%
14	Revenue Science**	123,381	65%	39	Kontera**	53,328	28%
15	interCLICK**	122,496	65%	40	AMAZON.COM	48,336	26%
16	24/7 Real Media**	120,359	64%	41	MapQuest	47,441	25%
17	AOL Media Network	111,396	59%	42	Vizi Inc**	47,408	25%
18	CPX Interactive**	110,918	59%	43	NNN Top 25	47,178	25%
19	MSN-Windows Live	105,967	56%	44	Real Cities Network	47,075	25%
20	Tremor Media - Media Partners	104,687	55%	45	IB Local Network	47,029	25%
21	ADSDAQ by ContextWeb**	103,431	55%	46	PrecisionClick**	43,605	23%
22	Turn, Inc**	93,171	49%	47	AdOn Network**	42,655	23%
23	Burst Media**	91,054	48%	48	Epic Advertising (Azoogole Network Only)**	40,435	21%
24	Collective Media**	89,560	47%	49	FACEBOOK.COM	39,087	21%
25	AdBrite**	81,520	43%	50	EBAY.COM Home Page	38,732	20%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in July. For instance, Yahoo! was seen by 73 percent of the 189 million Internet users in July.

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

** Denotes an advertising network.

+ The Platform A ad network is an aggregation of ad servers used by the following individual advertising network entities: Advertising.com, Tacoda, AOL, Quigo and Userplane.

++ comScore has verified that a legitimate business relationship exists between YuMe and Microsoft through documentation provided. Therefore the YuMe Video Network - Media Partners entity meets all current rules for inclusion as a custom entity in the Ad Focus category.

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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