

## comScore Media Metrix Releases Top 50 Web Rankings for August

### Education-related Sites Jump as Students Go Back to School Sports/Outdoors Sites Experience Gains as Fall Sports Season Kicks Off Mega Millions and Powerball Jackpots Drive Traffic to Lottery Sites

RESTON, Va., Sept 18, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore Media Metrix (Nasdaq: SCOR) today released its monthly analysis of U.S. consumer activity at top online properties for August 2007. Education-related sites had a strong presence in this month's rankings as schools and universities across the country began another academic year. August also saw traffic increases to lotto/sweepstakes sites as lottery jackpots reached near record highs. Humor sites gained on the strength of Comedy Central's spike in traffic, and sports/outdoor retail sites grew in anticipation of the fall sports season.

#### Back to School Season Drives Traffic to Education Sites

With students and teachers heading back to the classroom in late August, education sites experienced strong growth for the month. The training and education category grew 15 percent to more than 12 million visitors, making it the top gaining category for the month. College resource site Fastweb led the category with 2.5 million visitors (up 13 percent), followed by The College Board with nearly 1.9 million visitors (up 12 percent) and Nelnet, Inc., an education planning and financing company, with 1.4 million visitors (up 11 percent). The education information category increased 8 percent to more than 63 million visitors, as Dictionary.com Sites led the category with 11.8 million visitors, followed by Answers.com (9.3 million visitors) and Pearson Education (8.6 million visitors).

#### Fall Sports and Football Season Drive Traffic to Retail Sports/Outdoors Sites

With the beginning of fall sports and football season, traffic to retail sports/outdoors sites increased 7 percent to more than 29 million visitors. Foot Locker Sites experienced a 15-percent gain to 4.6 million visitors to lead the category, followed by eBay Sports U.S. with 4 million visitors and DicksSportingGoods.com with 2.6 million visitors. NFL Internet Group, which includes the official NFL team sites, surged 78 percent to more than 14 million visitors, making it one of top gaining properties in August.

#### Near Record Jackpots Propel Traffic to Lottery Sites in August

Multi-state lotteries Mega Millions and Powerball both reached massive jackpots in August causing lotto/sweepstakes sites to rise 8 percent to more than 31 million visitors for the month. Powerball.com surged to 2.3 million visitors (up 123 percent), while Megamillions.com saw its traffic swell to 1.1 million (up 100 percent).

#### Comedy Central Drives Traffic Spike in Humor Category

The humor category grew 8 percent in August, reaching more than 30 million Americans. The increase was largely propelled by gains at Comedy Central from its "Indecision 2008" coverage. National Lampoon Humor Network led the category with 5.6 million visitors, followed by Comedy Central with nearly 5 million visitors (up 105 percent) and Jokeroo Entertainment Inc. with nearly 3 million visitors (up 37 percent).

#### Top 50 Properties

The top 10 properties remained unchanged in August, as Yahoo! Sites topped the ranking with more than 135 million visitors. CBS Corporation experienced a 16-percent gain, lifting it 6 spots to number 24. Comcast Corporation also experienced a sizable jump, moving up seven positions to number 26 in the ranking with more than 25 million visitors. United Online enjoyed a four-position gain, drawing more than 26 million unique visitors in August.

#### Top 50 Ad Focus Ranking

In August, Advertising.com remained atop the Ad Focus Ranking, reaching 89 percent of the more than 181 million Americans online. Specific Media and Google both moved up within the top ten, to numbers six and seven, respectively. Adconion media group jumped seven spots to number 21, reaching 43 percent of the U.S. online population, a 7-percent increase from July. Interclick also continued its climb in the rankings, gaining four spots to number 18. Finally, Amazon.com and Walmart.com entered the ranking in August at positions 37 and 43, respectively.

TABLE 1  
 comScore Top 10 Gaining Properties by Percentage Change in Unique  
 Visitors\* (U.S.)  
 August 2007 vs. July 2007  
 Total U.S. Home, Work and University Internet Users  
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jul-07	Aug-07	%Change	
Total Internet : Total Audience	180,078	181,257	1	N/A
HandHeld Entertainment	1,476	6,298	327	156
TheStreet.com Sites	2,023	4,417	118	231
NFL Internet Group	8,059	14,368	78	59
Mattel Sites	7,431	10,737	44	86
Procter & Gamble	4,668	6,132	31	164
Pearson Education	6,667	8,633	29	109
Encyclopaedia Britannica	5,042	6,195	23	160
Comcast Corporation	20,659	25,279	22	26
ABC.COM	5,046	6,135	22	162
PriceGrabber	3,863	4,691	21	212

\* Ranking based on the top 250 properties in August 2007

TABLE 2  
 comScore Top 10 Gaining Categories by Percentage Change in Unique  
 Visitors (U.S.)  
 August 2007 vs. July 2007  
 Total U.S. Home, Work and University Internet Users  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jul-07	Aug-07	%Change
Total Internet : Total Audience	180,078	181,257	1
Training and Education	10,436	12,012	15
Incentives	16,509	17,885	8
Humor	27,918	30,198	8
Gay/Lesbian	2,592	2,802	8
Education - Information	58,757	63,234	8
Lotto/Sweepstakes	28,914	31,109	8
Sports/Outdoor	27,397	29,208	7
Health - Information	56,865	60,584	7
Technology - News	39,954	42,326	6
Religion	18,424	19,401	5

TABLE 3  
 comScore Top 50 Properties (U.S.)  
 August 2007  
 Total U.S. - Home, Work and University Locations  
 Unique Visitors (000)  
 Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)
	Total Internet: Total Audience	181,257
1	Yahoo! Sites	135,251
2	Google Sites	128,544
3	Time Warner Network	124,263

4	Microsoft Sites	118,392
5	Fox Interactive Media	79,966
6	eBay	79,707
7	Amazon Sites	53,904
8	Ask Network	52,075
9	Wikipedia Sites	48,386
10	Viacom Digital	44,888
11	New York Times Digital	44,113
12	Apple Inc.	42,744
13	Weather Channel, The	38,905
14	FACEBOOK.COM	33,745
15	CNET Networks	32,490
16	Adobe Sites	31,231
17	Target Corporation	31,042
18	Gorilla Nation	30,776
19	Wal-Mart	28,510
20	AT&T, Inc.	28,501
21	Monster Worldwide	27,986
22	Expedia Inc	27,034
23	United Online, Inc	26,255
24	CBS Corporation	25,821
25	Disney Online	25,606
26	Comcast Corporation	25,279
27	Verizon Communications Corporation	25,033
28	CRAIGSLIST.ORG	23,987
29	Bank of America	23,809
30	Photobucket.com LLC	23,727
31	Shopzilla.com Sites	21,644
32	Yellowpages.com Network	21,347
33	Superpages.com Network	21,344
34	Lycos Sites	20,375
35	CareerBuilder LLC	20,202
36	Real.com Network	20,116
37	Glam Media	20,058
38	Gannett Sites	20,050
39	ARTISTdirect Network	19,989
40	ESPN	19,740
41	Travelport	18,215
42	Cox Enterprises Inc.	18,025
43	WhitePages	17,024
44	WebMD Health	16,945
45	Citysearch	16,869
46	Weatherbug Property	16,722
47	E.W. Scripps	16,501
48	Ticketmaster	16,139
49	NBC Universal	16,107
50	The Mozilla Organization	15,637

TABLE 4  
comScore Ad Focus Ranking (U.S.)  
August 2007  
Total U.S. - Home, Work and University  
Locations  
Unique Visitors (000)  
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach%
	Total Internet: Total Audience	181,257	100%

1	Advertising.com**	160,960	89%
2	ValueClick**	135,762	75%
3	Yahoo!	133,390	74%
4	Google Ad Network**	133,137	73%
5	Tribal Fusion**	128,624	71%
6	Specific Media**	125,399	69%
7	Google	120,687	67%
8	Casale Media Network**	117,118	65%
9	Blue Lithium**	115,751	64%
10	AOL Media Network	114,522	63%
11	Traffic Marketplace**	108,006	60%
12	DRIVEpm**	105,483	58%
13	MSN-Windows Live	104,207	57%
14	24/7 Real Media**	103,259	57%
15	YAHOO.COM Home Page	95,363	53%
16	AOL	92,740	51%
17	Tremor Media	92,548	51%
18	Interclick**	85,712	47%
19	CPX Interactive**	80,507	44%
20	Burst Media**	80,278	44%
21	adconion media group**	78,449	43%
22	ContextWeb**	76,634	42%
23	Centro	76,481	42%
24	PrecisionClick**	71,589	39%
25	AdBrite**	71,522	39%
26	AdDynamix.com**	70,932	39%
27	EBAY.COM	69,327	38%
28	Vibrant Media**	68,999	38%
29	MYSPACE.COM	68,392	38%
30	Gorilla Nation Media	65,678	36%
31	MSN.COM Home Page	55,045	30%
32	Mapquest	52,793	29%
33	Ask Network	52,075	29%
34	Undertone Networks**	50,890	28%
35	Business.com Network	45,527	25%
36	YOUTUBE.COM	44,894	25%
37	AMAZON.COM	43,976	24%
38	Kontera**	41,275	23%
39	EBAY.COM Home Page	40,260	22%
40	ABOUT.COM	38,320	21%
41	FACEBOOK.COM	33,745	19%
42	WEATHER.COM	29,226	16%
43	WALMART.COM	26,101	14%
44	Real Cities Network	25,668	14%
45	Disney Online	25,606	14%
46	Nick Kids & Family	25,052	14%
47	CNN	24,214	13%
48	PHOTOBUCKET.COM	23,246	13%
49	IMDB.COM	22,207	12%
50	Yellowpages.com Network	21,347	12%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in August. For instance, Yahoo! was seen by 74 percent of the more than 181 million Internet users in August.

\* 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, Nestle, 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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