

comScore Networks Reports Total Non-Travel E-Commerce Spending Reaches \$102 Billion in 2006; up 24 Percent Versus 2005

Holiday E-Commerce Hits \$24.6 Billion, a 26-Percent Increase

RESTON, Va., January 3, 2007 — comScore Networks, a leader in measuring the digital age, today released a report on consumer online non-travel (retail) spending at U.S. sites during 2006, including the holiday season (November 1, 2006 – December 31, 2006). For the full year 2006, online retail spending reached \$102.1 billion, marking a 24-percent increase versus 2005. Online holiday e-commerce accounted for \$24.6 billion, up 26 percent versus last year.

E-Commerce Spending Summary (2006 vs. 2005) Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks			
	Billions (\$)		
	2005	2006	Pct Change
Full Year (Jan. 1 – Dec.31)	\$82.3	\$102.1	24%
Holiday Season (Nov. 1 – Dec. 31)	\$19.6	\$24.6	26%

"2006 was certainly an exceptional year for online retailers as e-commerce spending eclipsed \$100 billion for the first time, and growth remained very strong with a 24-percent increase versus last year," said Gian Fulgoni, chairman of comScore Networks. "The online holiday shopping season of course played a vital role in the year's success, as spending accelerated during the final two months of the year, helping push total online retail spending over the \$100 billion threshold."

Twelve Days of E-Commerce Spending in 2006 Break \$600 Million

Online retail spending saw several strong individual spending days during 2006, with 12 days during the November/December holiday season surpassing the \$600 million mark. In comparison, just six days in 2005 reached \$500 million in online sales, with the top day registering \$556 million (Monday, December 12, 2005).

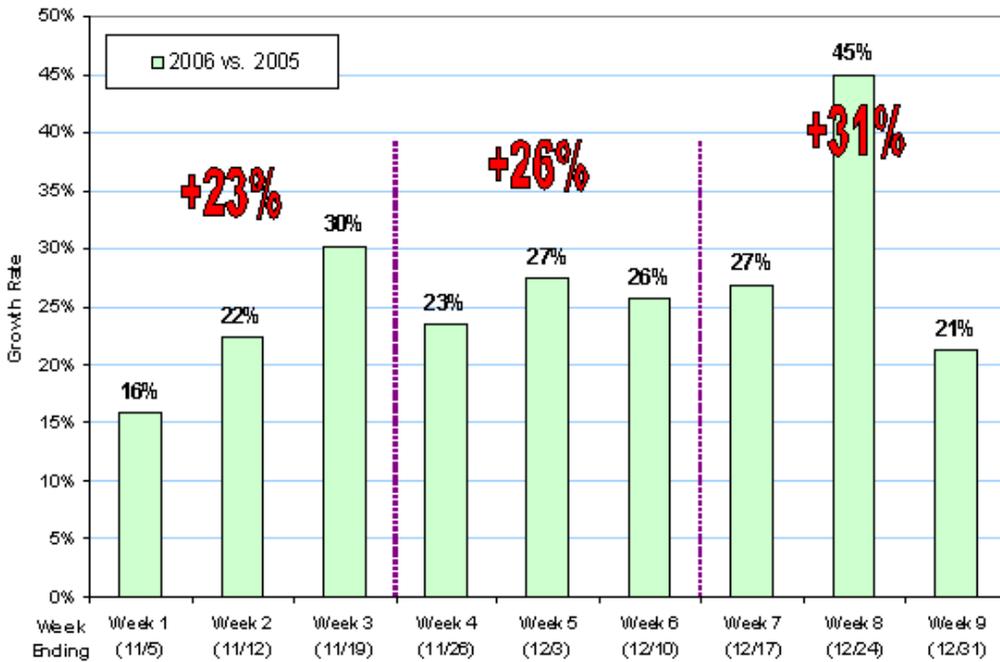
Wednesday, December 13 marked the heaviest online spending day of 2006 with \$667 million spent, followed by Monday, December 11 (\$661 million) and Monday, December 4 (\$648 million). Monday, November 27 ("Cyber Monday") was surpassed 11 times during the subsequent weeks of the holiday season.

Top 12 Days of 2006 E-Commerce Spending, Ranked by Dollars Spent Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Source: comScore Networks		
Rank	Date	E-Commerce Spending (\$ Millions)
1	Wednesday, December 13	\$666.9
2	Monday, December 11	\$660.8
3	Monday, December 4	\$647.5
4	Friday, December 8	\$638.2
5	Thursday, December 14	\$634.4
6	Wednesday, December 6	\$630.6
7	Thursday, December 7	\$629.4
8	Friday, December 15	\$623.9
9	Tuesday, December 12	\$619.8
10	Tuesday, December 5	\$612.3
11	Tuesday, November 28	\$608.2
12	Monday, November 27 - "Cyber Monday"	\$607.6

2006: The Year of the Procrastinator

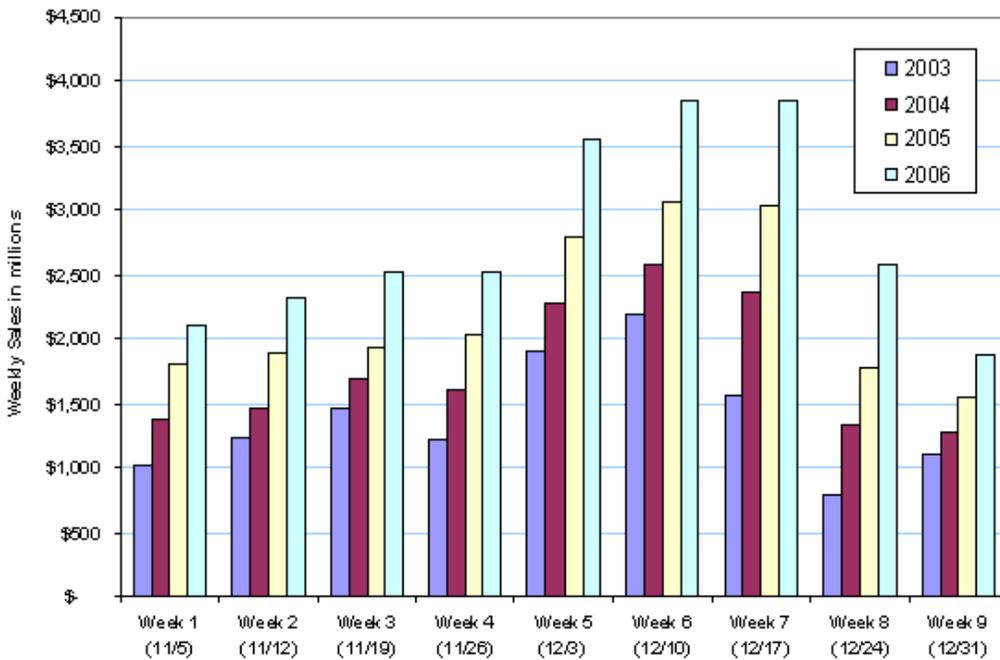
The flow of online holiday retail spending in 2006, as compared to the previous year, demonstrated that online consumers pushed their buying later than ever. Spending growth during the first third of the season (Weeks 1-3) rose a modest 23 percent above 2005 levels, despite the week before Thanksgiving, which saw robust 30-percent growth versus the corresponding week in 2005. The middle third of the season (Weeks 4-6), during which the greatest share of holiday e-commerce spending occurred, was consistent with the 26-percent growth demonstrated during the course of the season as a whole. The final three weeks of the holiday season (Weeks 7-9) saw a major surge in spending as the procrastinators came out in full force, driving a 31-percent increase versus the corresponding weeks in 2005. The week leading up to Christmas (week ending December 24, 2006) saw the biggest surge with a 45-percent increase versus the corresponding week a year ago, as consumers showed their faith in online retailers' ability to 'deliver the goods' in time for Christmas.

Holiday Online Retail Sales Growth
Source: comScore Networks



Weekly Online Holiday Retail Sales

Holiday Online Retail Sales
Source: comScore Networks



Please contact press@comscore.com to receive the data behind the above for use in graphical representation.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. 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 consultants 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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