

Holiday E-Commerce Spending Accelerates in Most Recent Week as This Year's Compressed Shopping Season Increases Urgency to Spend

Sales Since Cyber Monday Up 7 Percent Versus Year Ago

RESTON, Va., Dec 10, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq : SCOR), a leader in measuring the digital world, today reported its tracking of holiday season retail e-commerce spending for the first 37 days of the November - December 2008 holiday season. For the holiday season through December 7, \$15.63 billion has been spent online, essentially the same level compared to the corresponding days last year. During the first week since Cyber Monday (December 1 - December 7), sales totaled \$4.45 billion, up 7 percent versus year ago.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20081210/AQW077>)

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

2008 Holiday Season To Date vs. Corresponding Days in 2007

Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases

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

Source: comScore, Inc.

Holiday Season to Date	Millions (\$)		
	2007	2008	Pct Change
November 1 - December 7*	\$15,624	\$15,628	0%
December 1 - 7	\$4,140	\$4,449	7%

* Corresponding days based on equivalent shopping days relative to Thanksgiving (October 27 - December 2, 2007)

"Cyber Monday kicked off a week of modest growth in online spending, and, hopefully, reflects what will occur over the final weeks leading up to Christmas," said comScore chairman Gian Fulgoni. "The compressed shopping period between Thanksgiving and Christmas this year means that there is now a greater sense of urgency in order to get all of one's shopping completed in time. With many consumers likely to rely on the convenience of online shopping in these final weeks, I hope to see this positive momentum continue as we count down the days to Christmas."

Retailers Increase Their Use of E-Mail Marketing in 2008

An analysis of referral activity reveals that 33.4 percent of all online sales in 2008 were driven by referral activity, up slightly from 32.8 percent in 2007. Referral activity typically reflects retailers' marketing activities which provide consumers with relevant information on prices and discounts. While search remains the dominant referral activity, accounting for 55 percent of referred dollar sales during the season-to-date, it is down slightly from 57 percent last year. Meanwhile, e-mail has accounted for 16 percent of referred dollars, up 5 percentage points from last year, reflecting retailers' heavier use of e-mail marketing programs this season. Comparison shopping sites and coupon sites also represent a larger contribution to retailers' referred dollar sales than they did last year.

Source of Referred E-Commerce Dollars by Tactic for Week Ending December 7 vs. Corresponding Days in 2007
Non-Travel (Retail) Spending

Excludes Auctions and Large Corporate Purchases
 Dec. 1 - Dec. 7, 2008 vs. Corresponding Shopping Days in 2007
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

Referral Tactic	Source of Referral e-Commerce Sales	
	2007	2008
Search	56.7%	54.5%
e-mail	11.0%	16.1%
Comparison Shopping	2.5%	4.7%
Coupons	1.1%	1.8%
Other Categories	28.7%	22.9%

comScore's Summary of 2008 Holiday Online Retail Spending by Key Time Period

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

	2007	Millions (\$)	
		2008	Pct Change
January - October	\$93,551	\$102,144	9%
comScore Holiday Season			
Forecast (Nov-Dec)	\$29,169	\$29,200**	0%**
November 27 (Thanksgiving Day)*	\$273	\$288	6%
November 28 (Black Friday)*	\$531	\$534	1%
December 1 (Cyber Monday)*	\$733	\$846	15%

* Versus Corresponding Shopping Day in 2007 Relative to Thanksgiving
 ** Forecast

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit <http://www.comscore.com/companyinfo>.

SOURCE comScore

<http://www.comscore.com/>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX