

## comScore's April Traffic Report: Google Continues To Be The Most Popular Site In The U.K.

### Social Networking Sites Continue to Grow; the Easter Holiday Drives Web Traffic

London, U.K., May 29, 2007 – comScore, a leader in measuring the digital world, today revealed the top U.K. Internet properties and the top gaining properties during April, based on data collected through its comScore World Metrix audience ratings service. Notable findings include:

- Google maintained its place as the most-visited property in the U.K. with 27.4 million U.K. visitors, followed by Microsoft Sites and eBay, with 27 and 21.6 million visitors, respectively. Google and MSN were visited by nearly nine out of every 10 Britons.
- The addition of About.com and IMDB.com to Lycos Europe's portfolio of sites propelled the property to the 11<sup>th</sup> most-visited property in the U.K.
- Facebook continued its rapid growth, representing the top gainer in the U.K. during April, up 38 percent for the second consecutive month to 3.7 million U.K. visitors (an aggregate growth of 90 percent for the two months). Bebo also represented a top gainer, up 6 percent versus March, demonstrating how social networking continues to increase in popularity in the U.K.
- Photo sharing site Photobucket also represented a top gainer, up 5 percent to 2.5 million visitors. Alloy, driven by photo-sharing site rockyou.com, was also up by 4 percent versus March.
- Travel sites First Choice Holidays and Priceline.com showed increases (up 9 and 4 percent, respectively), as people looked for last-minute travel over the Easter period.
- Easter greetings also drove traffic to American Greetings sites, up 14 percent to 2.4 million visitors.
- DIY group Kingfisher also showed gains (up 4 percent to 4 million visitors) as people showed interest in home improvements during the extended Easter bank holiday weekend

#### Top 20 Online Properties

Ranked by U.K. Unique Visitors, Age 15+

April 2007

Total U.K. – Home and Work Locations\*

Source: comScore World Metrix

	Mar. -07 (000)	Apr. -07 (000)	Percentage Change
<i>Total U.K. Internet Audience, Age 15+</i>	30,753	31,150	1%
Google Sites	27,344	27,374	0%
Microsoft Sites	26,776	26,950	1%
eBay	22,034	21,563	-2%
Yahoo! Sites	20,775	20,094	-3%
BBC Sites	18,410	17,888	-3%
Time Warner Network	14,459	13,961	-3%
Ask Network	13,969	13,703	-2%
Fox Interactive Media	12,406	12,363	0%
Amazon Sites	14,066	11,507	-18%
Wikipedia Sites	11,925	11,389	-4%
Lycos Europe Sites**	3,394	10,385	206%
Apple Inc.	10,020	9,758	-3%
DMGT	9,986	9,610	-4%
CNET Networks	9,577	9,103	-5%
BEBO.COM	7,810	8,302	6%
Home Retail Group	7,035	6,880	-2%
Gorilla Nation	7,100	6,734	-5%
MULTIMAP.COM	7,048	6,729	-5%

British Sky Broadcasting (BSkyB)	9,724	6,655	-32%
Virgin Media***	N/A	6,631	N/A

\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

\*\* Increase in traffic caused by addition of About.com and IMDB.com so not included in growing properties

\*\*\*Comparison data for March not available, due to changes in comScore's dictionary structure during April

Top 10 Gaining Properties			
Ranked by Percentage Change in U.K. Unique Visitors*			
April 2007 vs. March 2007			
Total U.K. Visitors, Age 15+ – Home and Work Locations**			
Source: comScore World Metrix			
	Mar.-07 (000)	Apr.-07 (000)	Percentage Change
Total U.K. Internet Audience, Age 15+	30,753	31,150	1%
FACEBOOK.COM	2,679	3,694	38%
Littlewoods Shop Direct Group	3,739	4,291	15%
American Greetings Sites	2,107	2,398	14%
First Choice Holidays PLC	2,221	2,414	9%
BEBO.COM	7,810	8,302	6%
Photobucket.com LLC	2,416	2,536	5%
Alloy	2,256	2,358	4%
Priceline.com Incorporated	2,456	2,557	4%
Kingfisher	3,866	4,017	4%
NetShelter Branded Network (NSBN)	2,221	2,284	3%

\*Ranking based on the top 100 U.K. properties in April 2007.

\*\* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

#### About comScore

comScore, Inc. 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 behaviour, 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 behaviour 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.

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