

## comScore Media Metrix Ranks Top 50 U.S. Web Properties for March 2009

### --Twitter.com Traffic More than Doubles to Rank as Fastest-Growing Property in March --Americans Seek Financial Advice Online as Economic Concerns Persist

RESTON, Va., April 22, 2009 /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 March 2009 based on data from the comScore Media Metrix service. Americans turned to the Web to plan spring and summer travel, and to manage their personal finances during the economic downturn. The month also saw the recent obsession with "tweeting" gain steam, as Twitter.com more than doubled its visitor base, ranking as the top-gaining property for the month.

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

"Twitter has certainly become an Internet phenomenon over the past few months, but March represented an especially big gain for the site as it added more than 5 million visitors versus the previous month," commented Jack Flanagan, executive vice president of comScore Media Metrix. "With numerous celebrities and media personalities - including Oprah - recently jumping on the Twitter bandwagon, the site shows no signs of slowing."

#### Twitter Captures Fastest-Growing Property Title

After several preceding months of strong double-digit growth, traffic to Twitter.com accelerated in March, growing 131 percent to 9.3 million visitors. Fueled in part by celebrity "tweeters" and substantial mainstream media attention, the site ranked as the top-gaining property for the month. For additional analysis of Twitter's growth in March, please visit the comScore Voices blog: [http://www.comscore.com/blog/2009/04/breaking\\_news\\_and\\_making\\_news.html](http://www.comscore.com/blog/2009/04/breaking_news_and_making_news.html)

#### Americans Seek Financial Advice Online

Many Americans sought financial advice online to help navigate the turbulent economy, resulting in a 12-percent gain at the Financial Information/Advice category. Consumer concerns about the status of their credit rating drove traffic to FreeCreditReport.com, which grew 6 percent to 6.6 million visitors and ranked as the most visited site in the category. Bankrate.com Sites, which provides rate information on various financial products such as mortgages, credit cards and money market accounts, reported a 12-percent increase to 3.9 million visitors.

#### Travel Sites See Gains as Visitors Plan for Summer Travel

As Americans prepared for spring travel and planned for summer vacations, several travel categories witnessed gains. Travel - Transactions led as the top-gaining category for the month, growing 18 percent to 4.5 million visitors.

The Car Rental and Airlines categories also saw double-digit gains, each growing 11 percent to 5.6 million and 29.8 million visitors, respectively. Southwest Airlines Co. led the Airlines category with 11.3 million visitors, up 20 percent from the previous month, followed by Delta Airlines with 6.5 million visitors (up 5 percent) and American Airlines with 5.8 million visitors (up 25 percent).

#### Top 50 Properties

Google Sites continued to lead as the most visited property in March with more than 151 million visitors, followed by Yahoo! Sites with 146 million visitors and Microsoft Sites with 122.3 million visitors. Facebook.com moved up one spot in the ranking to #9 this month with 61.2 million visitors.

#### Top 50 Ad Focus Ranking

Platform-A led the March Ad Focus ranking, reaching 90 percent of the 192 million Americans online. Yahoo! Network ranked second, reaching 86 percent, while Google Ad Network moved up one spot to #3 with an 84-percent reach.

#### TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
March 2009 vs. February 2009

Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Feb-09	Mar-09	% Change	
Total Internet : Total Audience	192,187	192,173	0	N/A
Twitter.com	4,033	9,313	131	78
Grisoft	4,260	7,764	82	114
Oprah.com	2,814	4,505	60	234
Usmagazine.com	3,863	5,943	54	47
Technorati Media	11,692	16,021	37	2
MLB.com	5,069	6,860	35	75
Groupe Lagardere	4,253	5,705	34	122
Limewire.com	7,861	10,414	32	71
Universal Music Group	5,626	7,421	32	49
Nestle	3,269	4,278	31	201

\*Ranking based on the top 250 properties in March 2009.

TABLE 2  
 comScore Top 10 Gaining Site Categories\* by Percentage  
 Change in Unique Visitors (U.S.)  
 March 2009 vs. February 2009  
 Total U.S. - Home, Work and University Locations  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Feb-09	Mar-09	% Change
Total Internet : Total Audience	192,187	192,173	0
Travel - Transactions	3,770	4,463	18
Business/Finance - Financial Information/Advice	35,325	39,518	12
Travel - Car Rental	5,008	5,556	11
Travel - Airlines	26,922	29,818	11
Entertainment - Humor	21,441	23,446	9
Business/Finance - Banking	73,096	79,031	8
Entertainment - Radio	35,638	38,522	8
Community - Beauty/Fashion/Style	21,861	23,368	7
Health - Information	66,623	71,201	7
Directories/Resources - Classifieds	50,401	53,839	7

TABLE 3  
 comScore Top 50 Properties (U.S.)  
 March 2009  
 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)
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Total Internet :			
Total Audience 192,173			
1	Google Sites	151,241	26 Disney Online 27,728
2	Yahoo! Sites	146,059	27 Bank of America 27,126
3	Microsoft Sites	122,323	28 Answers.com Sites 26,460
4	AOL LLC	104,416	29 Photobucket.com LLC 26,130
5	Fox Interactive Media	85,057	30 Demand Media 25,863
6	Ask Network	72,798	31 The Mozilla Organization 25,650
7	eBay	70,021	32 Weatherbug Property 25,160
8	Wikimedia Foundation Sites	61,446	33 Time Warner - Excluding AOL 25,144
9	FACEBOOK.COM	61,224	34 Expedia Inc 24,578
10	Amazon Sites	60,999	35 WordPress 24,403
11	CBS Interactive	54,385	36 United Online, Inc 23,966
12	Apple Inc.	53,089	37 Gorilla Nation 22,914
13	Glam Media	52,220	38 AT&T, Inc. 22,509
14	Turner Network	47,775	39 Everyday Health 22,112
15	Viacom Digital	46,971	40 CareerBuilder LLC 21,648
16	New York Times Digital	45,908	41 Monster Worldwide 21,534
17	craigslist, inc.	42,167	42 ESPN 21,262
18	Weather Channel, The	39,452	43 WebMD Health 21,210
19	AT&T Interactive Network	35,903	44 JPMorgan Chase Property 20,952
20	Adobe Sites	34,651	45 Gannett Sites 20,584
21	Verizon Communications Corporation	33,857	46 Shopzilla.com Sites 20,511
22	Comcast Corporation	31,205	47 WhitePages 20,454
23	Superpages.com Network	30,576	48 iVillage.com: The Womens Network 20,425
24	Wal-Mart	30,089	49 Real.com Network 20,082
25	Target Corporation	27,990	50 Wells Fargo 19,017

TABLE 4  
comScore Ad Focus Ranking (U.S.)  
March 2009  
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 192,173 100%							
1	Platform-A**	173,772	90%	26	AOL Media Network	104,416	54%
2	Yahoo! Network**	165,578	86%	27	BrightRoll Video Network - Potential Reach	95,654	50%

3	Google Ad Network**	160,762	84%	28	AdBrite**	86,444	45%
4	ValueClick Networks**	156,662	82%	29	Gorilla Nation Media - Potential Reach	83,323	43%
5	Yahoo! Sites	146,059	76%	30	Undertone Networks**	82,797	43%
6	Google	143,570	75%	31	YOUTUBE.COM*	82,691	43%
7	24/7 Real Media**	141,728	74%	32	YuMe Video Network - Potential Reach	76,074	40%
8	Traffic Marketplace**	141,078	73%	33	Vibrant Media**	75,681	39%
9	FOX Audience Network**	140,922	73%	34	Centro - Potential Reach	74,206	39%
10	Tribal Fusion**	137,627	72%	35	Pulse 360**	73,804	38%
11	Tremor Media - Potential Reach	136,277	71%	36	Ask Network	72,798	38%
12	Specific Media**	135,643	71%	37	NNN Total Newspapers: U.S.	72,064	37%
13	Casale Media - MediaNet**	135,056	70%	38	MYSFACE.COM*	70,147	37%
14	interCLICK**	131,595	68%	39	Adify**	69,027	36%
15	CPX Interactive**	129,230	67%	40	Kontera**	65,996	34%
16	Adconion Media Group**	127,445	66%	41	Monster Career Ad Network (CAN)**	65,658	34%
17	Turn, Inc**	125,805	65%	42	TattoMedia**	64,731	34%
18	Microsoft Media Network US**	123,192	64%	43	ITN Digital - Potential Reach	63,104	33%
19	Collective Network by Collective Media**	121,731	63%	44	FACEBOOK.COM	61,224	32%
20	ADSDAQ by ContextWeb**	118,929	62%	45	IAC Ad Solutions	57,292	30%
21	Platform-A Video Network - Potential Reach	118,872	62%	46	EBAY.COM	54,946	29%
22	AudienceScience (formerly Revenue Science)**	114,904	60%	47	Glam Media	52,220	27%
23	Burst Media**	110,313	57%	48	AMAZON.COM	51,688	27%
24	MSN-Windows Live	108,025	56%	49	NNN Top 25	49,557	26%
25	Digital Broadcasting Group (DBG) - Potential Reach	107,953	56%	50	Business.com Network	49,369	26%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in March. For instance, Yahoo! Sites was seen by 76 percent of the more than 192 million Internet users in March.

\* 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 and preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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