



comScore Releases Top Canadian Web Rankings for March 2008

TORONTO, Apr 28, 2008 (Canada NewsWire via COMTEX News Network) --

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Online Trading, Taxes and Personal Finance Sites Experience Increases

Google Sites Rank as Top Property in the Canadian Market
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comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its March 2008 rankings of the largest and fastest-growing Internet properties and site categories in Canada based on data from its comScore Media Metrix service. Canadians focused their attention on their finances in March with online trading, taxes and personal finance sites all experiencing gains, as visitors prepared to meet the tax deadline and braced for a possible economic slowdown.

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(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)
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"Canadians showed strong engagement with tax, banking and government sites in March," said Brent Bernie, president of comScore Media Metrix, comScore Canada. "With the tax deadline quickly approaching, it is no surprise that this month saw Canadians turn to the Web to file their taxes and manage their finances during these challenging economic times."

Top Gaining Site Categories for March 2008

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Top 10 Gaining Site Categories by Number of Canadian Unique Visitors
March 2008 vs. February 2008
Total Canada - Home and Work Locations*
Source: comScore Media Metrix
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	Total Unique Visitors (000)		
	Feb-2008	Mar-2008	% Change
Total Internet : Total Audience	23,814	23,879	0
Online Trading	1,024	1,384	35
Taxes	3,041	3,839	26
Hobbies/Lifestyle - Home	4,890	5,509	13
Incentives	2,525	2,826	12
Lotto/Sweepstakes	5,725	6,402	12
Radio	7,875	8,618	9
Automotive - Manufacturer	4,492	4,913	9
Personal Finance	8,844	9,636	9
Health Care	1,832	1,981	8
Retail - Movies	2,923	3,152	8

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* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.
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Top Gaining Properties for March 2008

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Top 10 Gaining Properties by Number of Canadian Unique Visitors*

March 2008 vs. February 2008

Total Canada - Home and Work Locations**

Source: comScore Media Metrix

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Property	Total Unique Visitors (000)		
	Feb-2008	Mar-2008	% Change
Total Internet :	23,814	23,879	0
Total Audience			
Groupe Lagardere	930	2,276	145
Six Apart Sites	2,042	2,774	36
Canada Revenue Agency	2,505	3,198	28
CanadianTire.ca	1,774	2,178	23
FunBox.com	2,467	2,922	18
Crave Online	1,687	1,932	15
MacRAE'S Owen Media Network	2,336	2,646	13
craigslist, inc.	2,314	2,594	12
Shopzilla.com Sites	3,811	4,269	12
411.CA	1,714	1,914	12

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* Ranking based on the top 100 Canadian properties in March 2008.

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

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Top 25 Properties for March 2008

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Top 25 Properties by Number of Canadian Unique Visitors*

March 2008 vs. February 2008

Total Canada - Home and Work Locations**

Source: comScore Media Metrix

Mar-08 Rank	Feb-08 Rank	Property	Total Unique Visitors (000) Mar-08
N/A	N/A	Total Internet : Total Audience	23,879
1	1	Google Sites	22,436
2	2	Microsoft Sites	22,341
3	3	Yahoo! Sites	16,215
4	4	Facebook.com	15,513
5	5	eBay	13,821
6	6	Wikipedia Sites	11,222
7	7	AOL LLC	10,123
8	8	Yellow Pages Group	9,794
9	9	Amazon Sites	8,715
10	11	Canoe Network	8,391
11	10	Apple Inc.	8,285
12	14	Fox Interactive Media	7,769
13	13	The Weather Network	
		MeteoMedia	7,717

14	12	CTVglobemedia	7,655
15	15	Ask Network	7,264
16	17	CNET Networks	7,197
17	16	New York Times Digital	7,056
18	18	Viacom Digital	6,327
19	19	CBC-Radio Canada Sites	5,647
20	20	Adobe Sites	5,643
21	21	Time Warner - Excluding AOL	5,339
22	22	Gorilla Nation	5,221
23	24	Canwest Digital	4,840
24	23	WhitePages	4,731
25	26	TD Bank Financial Group	4,487
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About comScore

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comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>

SOURCE: comScore, Inc.

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