

comScore Networks Launches Monthly Ranking of Top European Online Properties

Google Holds Top Spot in European Site Rankings, According to comScore World Metrix

London, UK, August 31, 2006 - comScore Networks, the leader in measuring the digital age, today released the first in a series of monthly rankings of top European Internet properties based on data collected through its World Metrix audience rating service.

In July 2006, Google Sites represented the number one European online property, attracting 156.3 million unique visitors. Rounding out the top three spots were Microsoft Sites (144.1 million visitors) and Yahoo! Sites (99.5 million visitors), respectively.

Top 15 Online Properties in Europe Among Visitors Age 15+*	
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July 2006	
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Total Europe - Home and Work Locations	
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Source: comScore World Metrix	
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	Unique Visitors (000)
Total European Internet Audience	215,458
Google Sites	156,334
Microsoft Sites	144,065
Yahoo! Sites	99,464
eBay	86,201
Time Warner Network	59,475
Wikipedia Sites	46,492
Amazon Sites	40,098
Adobe Sites	31,550
Ask Network	30,073
Vodafone Group	29,727

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

"In addition to capturing the top spot in our European ranking of the number of site visitors, Google sites were visited by a greater proportion of the online population in Europe (75 percent) than in the U.S. (60 percent)" said Bob Ivins, managing director of comScore Europe.

In July, Google and Microsoft Sites vied for the first and second positions in 13 of 15 European countries and were often followed by a "local" company with a major national online presence in the third spot (such as France Telecom in France).

Top 3 Properties in European Countries Among Visitors Age 15+
July 2006
Total Home and Work Unique Visitors
Source: comScore World Metrix

Property Ranking:	First	Second	Third
Austria	Google	Microsoft	eBay
Belgium	Google	Microsoft	Belgacom Group
Denmark	Microsoft	Google	TDC Group
Finland	Google	Microsoft	Sanoma WSOY
France	Google	Microsoft	France Telecom
Germany	Google	eBay	Microsoft
Ireland	Microsoft	Google	Yahoo!
Italy	Google	Microsoft	Telecom Italia
Netherlands	Google	Microsoft	Sanoma WSOY
Norway	Microsoft	Telenor	Google
Portugal	Microsoft	Google	Portugal Telecom
Spain	Google	Microsoft	Yahoo!
Sweden	Microsoft	Google	Aftonbladet Hierta
Switzerland	Google	Microsoft	Swisscom
United Kingdom	Microsoft	Google	Yahoo!

About comScore World Metrix

comScore World Metrix is the first service to continuously measure and report online behaviour on a world-wide basis, providing visitation metrics and demographic characteristics for Web site audiences around the world. With active representation of countries that comprise the vast majority of the global Internet population, World Metrix provides its clients with worldwide Internet population estimates and harmonized online performance metrics based on a consistent methodology

across all countries. More than 100 clients subscribe to comScore's World Metrix service, including 8 of the top 10 interactive advertising agencies.

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 behaviour, including online and offline purchasing. comScore panellists 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 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.

Contact:

Andrew Lipsman

comScore Networks

(312) 775-6510

press@comscore.com