

comScore Media Metrix Releases Top 50 Web Rankings for May

Summer Movie Season and Political Interest Boost Traffic to Sites in May

RESTON, VA, June 15, 2007 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties for May 2007, which saw traffic increase to movie-related sites as the summer movie season kicked off, political sites with the presidential debates fueling interest, and e-commerce sites as consumers shopped for and purchased Mother’s Day gifts.

“With this year’s impressive lineup of big-money summer blockbusters, it’s no surprise that Americans flocked to movie sites in May,” said Jack Flanagan, executive vice president of comScore Media Metrix. “Whether searching for show-times or reviews, purchasing movie tickets or buying DVDs, the Internet is playing an increasingly significant role in the promulgation of movie information and monetization of the industry.”

Summer Movie Season Kickoff Heats Up Web Traffic in May

The launch of summer movie season saw traffic increase to several movie-related sites over the month. The tickets category gained 12 percent versus April to 40.8 million visitors, buoyed by strong growth at MovieTickets.com (up 55 percent to 5 million visitors) and Fandango.com (up 50 percent to 7 million visitors). The retail movies category experienced a 7-percent increase to 27.6 million visitors, while movie social networking site Flixster.com saw its traffic surge 65 percent to 4.5 million visitors.

Political Sites Get Boost from the Debates

With both Republican and Democratic presidential debates swinging into action, the politics category saw a 17-percent increase to 9 million visitors in May, making it the top-gaining category overall for the month. Traffic to Politico.com, which sponsored the Republican Presidential debate on May 3, jumped 162 percent for the month to 648,000 visitors, while MoveOn.org’s traffic surged 246 percent to 689,000 visitors due in large part to an online petition against gas price increases. Several presidential candidate websites also saw their traffic increase, led by BarackObama.com (up 13 percent to 298,000 visitors) and HillaryClinton.com (up 3 percent to 217,000 visitors).

Remembering Mom Brings Traffic to Gift Websites in May

Whether searching for that perfect gift for Mom or buying it online, Mother’s Day fueled growth in several online retail categories. The flowers, gifts & greetings category saw an 11-percent increase to 35.6 million visitors, led by a 365-percent surge at Trilegiant Corporation sites, which includes 1-800-FLOWERS.com, to 5 million visitors. The jewelry, luxury goods & accessories category rounded out the top ten gaining properties for the month with a 6-percent increase to 16.9 million visitors.

Planning for Summer Vacations Sparks Traffic to Travel Sites

With summer vacation plans looming, travel categories saw an increase in traffic during May. The travel information category grew 7 percent to 42 million visitors, led by Yahoo! Travel with 9.9 million visitors (up 7 percent), TripAdvisor.com with 6.5 million visitors (up 8 percent), and the Travel Ad Network with 6 million visitors (up 23 percent). The car rental category also experienced gains, climbing 6 percent to 6.2 million visitors. The category was led by Avis Budget Group with 2.6 million visitors (up 19 percent), Enterprise.com with 2.4 million visitors (up 9 percent), and Hertz with 1.7 million visitors (up 7 percent).

Top 50 Properties

In May, Yahoo! Sites and Time Warner Network remained in the number one and two positions, respectively. Both Amazon Sites and Ask Network gained one position within the top ten, each attracting more than 50 million visitors in May. ARTISTdirect Network, a group of sites featuring multi-media music content, enjoyed a 13-percent increase in visitors and gained six spots in the ranking, while Yellowpages.com Network increased by 11 percent to secure the number 33 spot. Photobucket.com LLC moved up four positions to number 29, drawing more than 21 million visitors.

Top 50 Ad Focus Ranking

Advertising.com reached 87 percent of Americans online in May, keeping it atop the Ad Focus Ranking. Within the top ten, Yahoo! inched up a spot to number two, and Blue Lithium moved up two positions from number eight. Centro entered the ranking at number 20, reaching 42 percent of the U.S. online population, while Undertone Networks enjoyed a nine spot jump to number 29, more than doubling its reach.

TABLE 1

<p>Top 10 Gaining Properties by Percentage Change in Unique Visitors*</p> <p>May 2007 vs. April 2007</p>
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Total U.S. Home, Work and University Internet Users

Source: comScore Media Metrix

Property	Apr-07 (000)	May-07 (000)	Percentage Change	Rank by Unique Visitors
<i>Total Internet Population</i>	178,079	177,487	0	N/A
Trilegiant Corporation	1,072	4,978	365	192
Mars, Inc.	2,605	4,575	76	201
MANIATV.COM	2,729	4,590	68	200
FLIXSTER.COM	2,742	4,516	65	204
FANDANGO.COM	4,703	7,041	50	135
TOPTVBYTES.COM	2,971	4,402	48	210
ABC.COM	9,887	14,643	48	54
SNOPE.S.COM	3,909	5,535	42	172
Glam Media	12,221	17,299	42	42
SLIDE.COM	4,708	6,262	33	155

*Ranking based on the top 250 properties in May 2007

TABLE 2

Top 10 Gaining Categories by Percentage Change in Unique Visitors
 May 2007 vs. April 2007
 Total U.S. Home, Work and University Internet Users
 Source: comScore Media Metrix

	Apr-07 (000)	May-07 (000)	Percentage Change
Total Internet : Total Audience	178,079	177,487	0
Politics	7,755	9,056	17
Tickets	36,323	40,844	12
Flowers/Gifts/Greetings	32,025	35,625	11
Training and Education	9,462	10,384	10
Retail - Movies	25,704	27,559	7
Classifieds	38,864	41,599	7
Travel - Information	39,524	42,154	7
Car Rental	5,829	6,197	6
Teens	30,071	31,885	6
Jewelry/Luxury Goods/Accessories	15,973	16,867	6

TABLE 3

Top 50 Properties
 May 2007
 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)
	<i>Total Internet Users</i>	<i>177,487</i>			
1	Yahoo! Sites	130,526	26	United Online, Inc	21,430
2	Time Warner Network	122,659	27	Bank of America	21,414
3	Google Sites	120,010	28	CareerBuilder LLC	21,266
4	Microsoft Sites	113,916	29	Photobucket.com LLC	21,168

5	Fox Interactive Media	82,260	30	Superpages.com Network	20,956
6	eBay	79,428	31	CRAIGSLIST.ORG	20,581
7	Amazon Sites	51,567	32	Disney Online	20,127
8	Ask Network	50,068	33	Yellowpages.com Network	19,826
9	Wikipedia Sites	48,743	34	Gannett Sites	19,262
10	New York Times Digital	43,603	35	ARTISTdirect Network	19,168
11	Apple Inc.	41,909	36	Shopzilla.com Sites	19,137
12	Viacom Digital	40,462	37	Travelport	18,973
13	Weather Channel, The	38,496	38	Real.com Network	18,684
14	CNET Networks	30,954	39	Comcast Corporation	17,860
15	Gorilla Nation	29,547	40	WhitePages	17,741
16	Adobe Sites	28,458	41	ESPN	17,572
17	Wal-Mart	27,796	42	Glam Media	17,299
18	AT&T, Inc.	26,975	43	iVillage.com: The Womens Network	17,116
19	FACEBOOK.COM	26,649	44	WebMD Health	16,578
20	Target Corporation	26,013	45	Cox Enterprises Inc.	16,185
21	Expedia Inc	25,212	46	USPS.COM	16,063
22	Monster Worldwide	24,879	47	Weatherbug Property	15,714
23	Verizon Communications Corporation	23,669	48	NBC Universal	15,682
24	CBS Corporation	21,951	49	Ticketmaster	15,382
25	Lycos Sites	21,540	50	Oversee.net Network	15,172

TABLE 4

Ad Focus Ranking May 2007 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 %
	<i>Total Internet Users</i>	177,487	100%				
1	Advertising.com**	155,258	87%	26	Gorilla Nation Media	61,266	35%
2	Yahoo!	129,287	73%	27	Vibrant Media**	56,169	32%
3	ValueClick**	129,034	73%	28	ContextWeb**	54,514	31%
4	Tribal Fusion**	120,987	68%	29	Undertone Networks**	52,811	30%
5	Casale Media Network**	118,593	67%	30	MSN.COM Home Page	50,156	28%
6	Blue Lithium**	116,612	66%	31	Ask Network	50,068	28%
7	Google	113,854	64%	32	EBAY.COM Home Page	46,891	26%
8	AOL Media Network	113,759	64%	33	Interclick**	42,786	24%
9	Connexus - TrafficMarketplace**	104,266	59%	34	YOUTUBE.COM	41,035	23%
10	Specific Media**	100,053	56%	35	Business.com Network	40,576	23%
11	MSN-Windows Live	98,625	56%	36	ABOUT.COM	38,348	22%
12	DRIVEpm**	92,196	52%	37	Real Cities Network	28,885	16%
13	AOL	91,597	52%	38	WEATHER.COM	28,445	16%
14	YAHOO.COM Home Page	90,974	51%	39	FACEBOOK.COM	26,649	15%
15	24/7 Real Media**	87,406	49%	40	Nickelodeon Kids & Family	22,974	13%
16	adconion media group**	81,119	46%	41	CareerBuilder Network	22,178	12%
17	PrecisionClick**	80,311	45%	42	CNN	21,657	12%
18	Tremor Media	76,932	43%	43	IMDB.COM	21,465	12%
19	CPX Interactive**	76,822	43%	44	Superpages.com Network	20,956	12%
20	Centro	75,307	42%	45	Lycos Network	20,737	12%
21	Burst Media**	71,864	40%	46	Disney Online	20,127	11%
22	EBAY.COM	71,508	40%	47	PHOTOBUCKET.COM	20,068	11%
23	AdBrite**	69,390	39%	48	Yellowpages.com Network	19,826	11%

24	MYSFACE.COM	68,939	39%	49	ARTISTdirect Network	19,168	11%
25	AdDynamix.com**	64,530	36%	50	WhitePages Network	17,702	10%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in May. For instance, Yahoo! was seen by 73 percent of the more than 177 million Internet users in May.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix, a division of comScore, Inc., 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long used by financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

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 behavior, 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 behavior 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. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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