

comScore Releases Top Japan Web Site Rankings for October 2008

Financial Market Turmoil Drives Internet Traffic in October Yahoo! Sites and Google Sites Lead as Most Visited Properties

TOKYO, Dec 15, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its rankings of the largest and fastest-growing Internet properties and site categories in Japan for October 2008, based on data from the comScore World Metrix audience measurement service. Business/finance sites saw visitation growth in October due to the global financial crisis, while retail sites saw gains due to the upcoming holiday shopping season and seasonal purchases.

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

"During these uncertain financial times, many people turn to the Internet for the most up-to-date news on the state of the financial markets both at home and abroad," said Maru Sato, managing director of comScore Japan. "The Web also plays an integral role in helping people better manage their personal finances as they prepare for the short and long term effects of the current economic situation."

Top Gaining Site Categories for October 2008

Retail -- Department Stores ranked as the top-gaining category in October with a 49-percent increase to 2.4 million visitors, as users sought items for both the upcoming holidays, as well as the approaching winter season. Financial-related categories gained during October as a result of market turmoil both in Japan and throughout the world. Personal Finance sites grew 11 percent to nearly 13 million visitors as people were more keenly interested in the health of their finances during the economic downturn. The Business/Finance category experienced a 9-percent increase to nearly 22 million visitors, propelled largely by visitors seeking the most up-to-date financial news and information during October.

Top Gaining Site Categories by Number of Unique Japanese Visitors October 2008 vs. September 2008

Total Japan, Age 15+ - Home and Work Locations*

Source: comScore World Metrix

Site Category	Total Unique Visitors (000)		
	Sep-2008	Oct-2008	% Change
Total Internet : Total Audience	57,933	58,515	1
Retail - Department Stores	1,611	2,396	49
Health	7,134	8,452	18
Community - Family	3,400	3,982	17
Personal Finance	11,580	12,829	11
Business/Finance	20,104	21,881	9

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

Top Gaining Properties for October 2008

News and financial-related sites represented a large portion of the top-gaining properties for October. Information sites saw increased traffic due to news of the tumultuous financial markets as well as interest in the four Japanese professors who were announced as Nobel Laureates for 2008. Traffic to Sankei Shimbun grew by 20 percent to 9.6 million visitors, Asahi-net.or.jp, was up 19 percent to 3 million visitors, and TBS Group increased 17 percent to 5.5 million visitors. Personal finance site Mizuho Financial Group grew by 13 percent to 3.6 million visitors.

Bellemaison.jp, one of the largest online retail sites in Japan and the top-gaining property for October, grew 41 percent to 2.6 million visitors as people sought seasonal and holiday retail items. Recipe site Cookpad.com increased 11 percent to 3.4 million visitors as winter cooking ideas and holiday recipes gained seasonal popularity.

Top 10 Gaining Properties by Number of Japanese Unique Visitors*
 October 2008 vs. September 2008
 Total Japan, Age 15+ - Home and Work Locations**
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Sep-2008	Oct-2008	% Change
Total Internet : Total Audience	57,933	58,515	1
BELLEMAISON.JP	1,843	2,608	41
Disney Online	2,307	2,836	23
Sankei Shimbun	8,035	9,634	20
ASAHI-NET.OR.JP	2,475	2,950	19
TBS Group	4,677	5,481	17
MYCOM.CO.JP	2,301	2,689	17
Mizuho Financial Group	3,236	3,642	13
NTV.CO.JP	3,177	3,532	11
COOKPAD.COM	3,089	3,429	11
MAPION.CO.JP	5,069	5,562	10

* Ranking based on the top 100 Japanese properties in October 2008.

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

Top 10 Properties for October 2008

Yahoo! Sites maintained its top ranking in October reaching more than 49 million visitors, followed by Google Sites with 37.8 million visitors and Rakuten Inc. with 31.3 million visitors.

Top 10 Properties by Number of Japanese Unique Visitors
 October 2008 vs. September 2008
 Total Japan, Age 15+ - Home and Work Locations*
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Sep-2008	Oct-2008	% Change
Total Internet : Total Audience	57,933	58,515	1
Yahoo! Sites	48,508	49,203	1
Google Sites	37,244	37,767	1
Rakuten Inc	31,544	31,273	-1
FC2 inc.	28,828	28,710	0
NTT Group	28,516	28,604	0
Microsoft Sites	28,747	27,960	-3
Wikimedia Foundation Sites	23,326	23,169	-1
GMO Internet Group	23,661	23,026	-3
Nifty Corporation	23,068	22,995	0
Livedoor	23,043	22,788	-1

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

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 <http://www.comscore.com/boilerplate>

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