

comScore Media Metrix Ranks Top 50 U.S. Web Properties for September 2008

Wall Street Turmoil Drives Traffic to Financial News and Online Trading Sites Visitation to BarackObama.com and JohnMcCain.com Surges as Election Nears

RESTON, Va., Oct 17, 2008 /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 September 2008 based on data from the comScore Media Metrix service. The tumultuous financial markets and the upcoming presidential elections were the main drivers of Internet traffic for the month. Training and education sites gained as the fall season prompted many students to prepare for the college application process and a gloomy economic outlook led some Americans to consider going back to school.

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

"As the financial crisis deepens, Americans have been anxiously following the latest news on the markets and carefully watching their personal financial accounts online," commented Jack Flanagan, executive vice president of comScore Media Metrix. "The ability to track the market on a minute-by-minute basis and access banking and trading accounts quickly enables Americans to make financial decisions in real-time. Whether these decisions are sound or not is another story."

Financial Crisis Causes Spike in Traffic to Online Trading and Financial News Sites

September proved to be a chaotic month for financial markets as several major banks crumbled and Congress raced to pass a \$700 billion bailout plan to stabilize the financial markets. Consequently, visitation to business/finance - news/research and online trading sites soared with Americans keeping a watchful eye on the latest developments, as well as their personal finances.

Business/finance - news/research web sites saw a substantial increase in visitation in September, gaining 9 percent to more than 64 million visitors, while also increasing 16 percent in pages viewed and 29 percent in total time spent. These increases suggest that not only were more people visiting the sites in the category, but that they viewed more articles and content for longer periods of time on average.

Yahoo! Finance led the category with nearly 20 million visitors, a 30-percent jump from August. Several other sites experienced particularly strong growth amid the financial frenzy, including Russian financial site RBC.RU (up 155 percent to 1.2 million visitors), FoxBusiness.com (up 127 percent to 1.2 million visitors), and Google Finance (up 67 percent to 1.4 million visitors).

Top Gaining Sites in Business/Finance -- News/Research Category

(Among sites with at least 1 million visitors)

September 2008 vs. August 2008

Total U.S. -- Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Aug-08	Sep-08	% Change
Total Internet : Total Audience	188,937	189,468	0
Business/Finance -- News/Research	58,766	64,277	9
RBC.RU	466	1,190	155
FOXBUSINESS.COM	531	1,205	127
Google Finance	822	1,372	67
CNN Money	4,458	6,952	56
BLOOMBERG.COM	1,871	2,800	50
Yahoo! Finance	15,376	19,970	30
Bankrate.com Sites	2,902	3,742	29
Comcast.net Finance	1,309	1,571	20
CNBC.COM	1,270	1,524	20
Business Week Online	1,676	2,010	20

Online trading sites surged 10 percent to 12.6 million visitors in September, as investors kept watchful eyes on their dwindling portfolios and 401K's. Fidelity Investments led the category with 3.5 million visitors, followed by ShareBuilder.com with 2 million visitors and Scottrade Sites with 1.7 million visitors. E-Trade Financial Network (up 26 percent to 1.6 million visitors), TD Ameritrade.com (up 30 percent to 1.4 million visitors) and Schwab.com (up 36 percent to 1.1 million visitors) each experienced double-digit growth.

Election Fever Drives Traffic to Politics Category

Politics reigned as the top-gaining category for the second consecutive month, experiencing a 43-percent increase to more than 20 million visitors, as interest in the Republican National Convention in early September and the first presidential debate later in the month generated heightened interest. BarackObama.com, one of the fastest-gaining properties of the month, led the category with 5.4 million visitors (up 37 percent versus August). JohnMcCain.com ranked second in the category with 3 million visitors, a 109-percent gain from August, with the Republican National Convention and interest in vice presidential nominee Sarah Palin helping drive visitors to the site.

College Application Season Prompts Growth at Training and Education Sites

The college search and admission process began in September as many high school students prepared their applications and a slumping economy left some professionals considering further education. Careers services and development -- training and education sites experienced a 21-percent increase to nearly 12 million visitors during the month. College Board Property, which provides resources for college entrance exams, led the category with 2.6 million visitors (up 31 percent), followed by scholarship search provider Fastweb.com with 2.6 million visitors (up 44 percent), and EduPlace.com with 810,000 visitors (up 49 percent).

Education - information sites also gained during the month with September marking the first full month that most students were back in school across the country. The category grew 11 percent to more than 73 million visitors, led by Dictionary.com with 15 million visitors (up 39 percent), Pearson Education with 13.3 million visitors (up 34 percent), and Answers.com with nearly 11 million visitors (up 29 percent).

Top 50 Properties

Google Sites continued to lead as the most visited property in September with more than 144 million visitors, followed by Yahoo! Sites with 142 million visitors and Microsoft Sites with 122.3 million visitors. Wikimedia Foundation Sites, parent property of Wikipedia.org, climbed one place to capture the eighth position with 60.2 million visitors, while Glam Media moved up four spots to #10 with 52.3 million visitors. Strong interest in sports during the month of September, with Major League Baseball pennant races and the beginning of the NFL season, helped push ESPN up four spots to #32 with nearly 24 million visitors, while NFL Internet Group entered the ranking this month at #48 with nearly 18 million visitors.

Top 50 Ad Focus Ranking

Platform-A led the September Ad Focus ranking reaching 91 percent of the 189.5 million Americans online. Yahoo! Network reached 86 percent of the population followed by Google Ad Network with a reach of 83 percent. Traffic Marketplace entered the top 10 this month, capturing the ninth position and reaching 131.5 million visitors. 24/7 Real Media also experienced an increase, gaining three spots to #11 and reaching nearly 129 million visitors.

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
 September 2008 vs. August 2008
 Total U.S. -- Home, Work and University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Aug-08	Sep-08	% Change	
Total Internet : Total Audience	188,937	189,468	0	N/A
Technorati Media	3,066	11,269	268	90
ABC.COM	5,089	12,627	148	76
MANIATV.COM	2,793	4,716	69	233
Fantasy Sports Ventures	4,253	6,312	48	173

MEGAVIDEO.COM	3,430	5,067	48	217
Encyclopaedia Britannica	6,697	9,688	45	108
HotChalk	6,239	9,009	44	116
Nintendo Co.	3,728	5,216	40	209
HUFFINGTONPOST.COM	3,293	4,545	38	238
BARACKOBAMA.COM	3,913	5,350	37	204

*Ranking based on the top 250 properties in September 2008

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors
(U.S.)

September 2008 vs. August 2008

Total U.S. -- Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Aug-08	Sep-08	% Change
Total Internet : Total Audience	188,937	189,468	0
Politics	14,040	20,081	43
Career Services and Development - Training and Education	9,576	11,588	21
Genealogy	7,929	9,067	14
Religion	20,423	22,895	12
Retail - Food	15,115	16,851	11
Education - Information	65,908	73,170	11
Retail - Computer Software	20,280	22,445	11
Online Trading	11,427	12,550	10
Business/Finance - News/Research	58,766	64,277	9
Technology - News	43,647	46,868	7

comScore Top 50 Properties (U.S.)

September 2008

Total U.S. -- Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)
	Total Internet:	
	Total Audience	189,468
1	Google Sites	144,293
2	Yahoo! Sites	141,956
3	Microsoft Sites	122,338
4	AOL LLC	108,349
5	Fox Interactive Media	87,414
6	eBay	69,322
7	Ask Network	62,101
8	Wikimedia Foundation Sites	60,200
9	Amazon Sites	55,749
10	Glam Media	52,292
11	CBS Corporation	52,050
12	Apple Inc.	47,556
13	New York Times Digital	47,146
14	Turner Network	46,860
15	Viacom Digital	44,517
16	FACEBOOK.COM	41,416
17	Weather Channel, The	37,916
18	craigslist, inc.	35,258
19	Adobe Sites	35,100
20	Time Warner - Excluding AOL	30,851

21	AT&T, Inc.	30,134
22	Wal-Mart	29,003
23	Comcast Corporation	28,700
24	Disney Online	28,607
25	Target Corporation	28,213

Rank	Property	Unique Visitors (000)
26	Superpages.com Network	27,625
27	Verizon Communications Corporation	27,125
28	United Online, Inc	25,301
29	Gorilla Nation	25,024
30	Yellowpages.com Network	24,916
31	Bank of America	24,727
32	ESPN	23,869
33	WordPress	23,125
34	Monster Worldwide	23,104
35	Shopzilla.com Sites	22,702
36	CareerBuilder LLC	22,522
37	Weatherbug Property	22,427
38	Photobucket.com LLC	22,371
39	Demand Media	22,361
40	Answers.com Sites	22,253
41	Gannett Sites	21,689
42	Real.com Network	21,515
43	Hearst Corporation	19,403
44	iVillage.com: The Womens Network	19,183
45	WorldNow - ABC Owned Sites	18,884
46	WhitePages	18,664
47	Expedia Inc	18,279
48	NFL Internet Group	17,857
49	WebMD Health	17,263
50	The Mozilla Organization	17,179

comScore Ad Focus Ranking (U.S.)

September 2008

Total U.S. -- Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %
Total Internet:			
	Total Audience	189,468	100%
1	Platform-A**	171,692	91%
2	Yahoo! Network**	161,996	86%
3	Google Ad Network**	156,355	83%
4	Specific Media**	153,435	81%
5	ValueClick Networks**	150,395	79%
6	Tribal Fusion**	141,850	75%
7	Yahoo!	140,200	74%
8	Google	136,219	72%
9	Traffic Marketplace**	131,458	69%
10	YuMe Video Network - Potential Reach	130,238	69%
11	24/7 Real Media**	128,775	68%
12	Casale Media - MediaNet**	128,585	68%
13	Tremor Media - Potential Reach	128,060	68%
14	Adconion Media Group**	122,632	65%
15	interCLICK**	121,987	64%
16	Revenue Science**	120,899	64%
17	DRIVEpm**	113,162	60%

18	CPX Interactive**	111,847	59%
19	ADSDAQ by ContextWeb**	109,570	58%
20	Collective Media**	109,489	58%
21	MSN-Windows Live	109,274	58%
22	AOL Media Network	108,349	57%
23	Burst Media**	101,493	54%
24	Turn, Inc**	101,462	54%
25	Undertone Networks**	85,722	45%

Rank	Property	Unique Visitors (000)	Reach %
26	Centro - Potential Reach	83,921	44%
27	AdBrite**	79,853	42%
28	YOUTUBE.COM	75,389	40%
29	NNN Total Newspapers: U.S.	73,880	39%
30	Vibrant Media**	73,323	39%
31	MYSFACE.COM*	73,035	39%
32	Gorilla Nation Media -- Potential Reach	64,303	34%
33	Ask Network	62,101	33%
34	Kontera**	58,809	31%
35	Pulse 360**	58,559	31%
36	MSN.COM Home Page	57,457	30%
37	EBAY.COM	55,476	29%
38	ITN National Broadband Networks -- Potential Reach	54,905	29%
39	Ybrant - Oridian - ADdynamix Network**	53,993	28%
40	IB Local Network	53,645	28%
41	IAC Ad Solutions - Potential Reach	52,405	28%
42	NNN Top 25	51,222	27%
43	Intergi -- Potential Reach	48,929	26%
44	Business.com Network	47,174	25%
45	QuadrantONE - Potential Reach	46,403	24%
46	AMAZON.COM	45,980	24%
47	TattoMedia**	44,894	24%
48	MapQuest	44,588	24%
49	AdOn Network**	43,719	23%
50	NNN Top 10	42,032	22%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in September. For instance, Yahoo! was seen by 74 percent of the 189 million Internet users in September.

* 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

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