

Half of All U.S. Internet Users Visited News Sites in June 2006, According to comScore Networks

RESTON, VA, August 7, 2006 - comScore Media Metrix today released an analysis of consumer activity at general news sites. More than half (54 percent) of all U.S. Internet users visited sites in the General News category in June 2006, demonstrating consumers' reliance on the Web as a source for news information.

The top 10 General News sites reflect consumers' preferred sources for news online, with most sites having ties to traditional media outlets, with the exception of category leader Yahoo! News. In June, Yahoo! News reached 31.2 million unique visitors (one-third of all category visitors), followed by MSNBC, which captured 23.4 million (one-quarter) of those who visited General News sites in June 2006. AOL News rounded out the top three with 20.4 million unique visitors in June, reaching 22 percent of category visitors.

Top 10 General News Sites by Unique Visitors		
Unique Visitors (000)		
June 2006		
Total U.S. - Home, Work and University Internet Users		
Source: comScore Media Metrix		
	Jun-06	Category Reach
<i>Total Internet : Total Audience</i>	172,907	N/A
<i>General News</i>	94,070	100%
Yahoo! News	31,186	33%
MSNBC	23,393	25%
AOL News	20,405	22%
CNN	19,891	21%
Internet Broadcasting	9,518	10%
The New York Times Brand	8,593	9%
Tribune Newspapers	8,456	9%
Knight Ridder Digital	7,585	8%
ABCNEWS DIGITAL	7,533	8%
USATODAY Sites	7,252	8%

On a worldwide basis, the General News category reached approximately 320 million unique visitors during June, which represents 45 percent of the total online audience worldwide.

"Interestingly, five of the top 10 General News sites worldwide are operated by U.S.-based companies," said Jack Flanagan, executive vice president, comScore Media Metrix. "Yahoo! News is the category leader, both domestically and worldwide, while MSNBC and CNN rank among the top 5 news sites in the U.S. and among the worldwide Internet population."

Top 10 General News Sites, Among Unique Visitors Age 15+ Unique Visitors (000)

June 2006

Total Worldwide - All Locations

Source: comScore World Metrix

	Jun-06	Category Reach
<i>Total Internet : Total Audience</i>	712,976	N/A
General News	319,964	100%
Yahoo! News	76,245	24%
CNN	30,413	10%
MSNBC	28,557	9%
163.COM News	28,484	9%
QQ.COM News	26,178	8%
SINA News	25,810	8%
AOL News	23,901	7%
The New York Times Brand	13,068	4%
BBC UKFS News (excl. home page)	11,949	4%
TOM.COM News	10,016	3%

An analysis of reach by daypart reveals that the "Work Day" time segment reaches the most category visitors, delivering 33 percent of all visitors to General News sites. The Weekend and Evening dayparts are also popular news times, with a reach of 30 percent and 28 percent of all category visitors, respectively.

Daypart Analysis - General News Category

Percent Reach by Daypart

June 2006

Total U.S. - Home, Work and University Internet Users

Source: comScore Media Metrix

	% Reach
Early Morning	23.9
Work Day	32.6
Evening	27.8
Weekend	30.3

The comScore analysis also revealed that the General News category audience includes sought-after demographic segments, including men and women across age segments. General News visitors also tend to have higher incomes, with 58 percent living in households with income above \$60,000. They are 11 percent more likely than the norm to have a household income of \$75,000 and 16 percent more likely than average to earn more than \$100,000.

"With nearly 95 million Americans turning to the Web each month for news, it's clear that this category represents a strong opportunity for advertisers seeking to reach an important audience segment," commented Flanagan. "Moreover, their high household incomes make News visitors a desirable target for marketers across a variety of categories of goods and services."

Demographic Profile - General News Visitors

June 2006

Total U.S. - Home, Work and University Internet Users

Source: comScore Media Metrix

	Percent Composition	Composition Index
Males - Age		
All Males	50.2	101
Male: 25-34	7.9	111
Male: 35-44	9.6	112
Males: 45-54	10.6	114
Male: 55-64	7.3	111
Females - Age		
All Females	49.8	99
Female: 25-34	8.1	108
Female: 35-44	10.6	109
Females: 35-49	16.7	110
Females: 45-54	12.4	111
Female: 55-64	5.4	106
HH Income (US)		
Household Income: \$60K+	57.7	109
Household Income: \$75K+	43.0	111
Household Income: \$100k+	25.4	116

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - 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 recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

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 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 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.

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