

comScore Media Metrix Releases Top 50 Web Rankings for November

Retail Sites See Surge in Traffic as Holiday Season Kicks Off Black Friday Ad Site Ranks as Top-Gaining Property for the Month

RESTON, Va., Dec 19, 2007 /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 top online properties for November 2007 from its comScore Media Metrix service. The official beginning of the holiday shopping season resulted in retail sites dominating the top gaining site and category rankings.

"With November marking the start of the holiday shopping season, online retailers, comparison shopping engines, and discount sites experienced a flood of visitors," said Jack Flanagan, executive vice president of comScore Media Metrix. "With the sub-prime meltdown and high gas prices having an impact on retail spending, consumers are doing their research and searching for the best deals online."

Toy Category Posts Strong Growth Despite Recall Worries

Despite recent toy safety concerns, the toy category surged 32 percent to 31.1 million visitors in November, making it the top-gaining category for the month. Toysrus Sites led the category with 16.2 million visitors (87 percent), followed by KB Toys with 4 million visitors (up 119 percent) and Barbie with 3.6 million visitors (up 8 percent).

Coupon Sites Surge, Propelled by Black Friday and Cyber Monday

With many consumers looking for hot holiday deals this season, the coupons category climbed 27 percent to 25.8 million visitors. Sites offering Black Friday promotions proved particularly popular, with both BlackFriday.info and BFads.net jumping more than 1,000 percent to 3.3 million visitors and 5 million visitors, respectively. Cyber Monday promotions were also a hit this year, as CyberMonday.com shot up nearly 3,000 percent to 809,000 visitors.

Target and Wal-Mart Lead Department Store Sites in November

As multi-channel retailers continue to develop their online strategies, increasing numbers of consumers are frequenting department store sites. Target Corporation led the category with nearly 42 million visitors (up 35 percent), followed by Walmart.com with nearly 40 million visitors (up 54 percent) and JCPenney Sites with 18 million visitors (up 37 percent). Traffic increases were also experienced by Sears.com (up 66 percent to 15.4 million visitors), Kohl's Corporation (up 58 percent to 12 million visitors) and Kmart.com (up 83 percent to 9.3 million visitors).

Top 50 Properties

November saw Yahoo! Sites maintain the top position with 136 million visitors, while Microsoft Sites inched past Time Warner Network to capture the third spot with 119.2 million visitors. Wal-Mart moved up seven spots to number 13 with 42.5 million visitors and Target Corporation grabbed the 14th spot with nearly 42 million visitors. Circuit City Stores, Inc. and JCPenney Sites both entered the ranking this month in positions 43 and 45, respectively, after receiving a boost from online holiday shopping. Superpages.com Network jumped 16 spots to place 24th in the ranking.

Top 50 Ad Focus Ranking

Advertising.com remained atop the Ad Focus ranking in November, reaching 86 percent of Americans online. The newly created Yahoo! Advertising Network entered the ranking at position two, reaching 85 percent of the online population. Blue Lithium moved up three positions to capture the fourth spot, reaching 74 percent, while the Nabbr Network, Vizi Media and the Superpages.com Network all entered the ranking this month at positions 44, 46 and 48, respectively.

TABLE 1

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

November 2007 vs. October 2007

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

Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by
	Oct-07	Nov-07	% Change	Unique Visitors
Total Internet : Total Audience	182,206	182,362	0	N/A
BFads.net	429	4,910	1,045	209
Source Interlink Companies	653	6,245	856	165
Northpole.com	1,826	9,216	405	108
OfficeMax	2,082	5,687	173	183
AreaConnect.com	1,707	4,650	172	222
Toysrus Sites	8,673	16,244	87	54
RegistryDefender.com	3,523	6,193	76	167
Circuit City Stores, Inc.	10,754	18,268	70	43
Overstock.com	10,354	17,478	69	47
Best Buy Sites	15,309	24,807	62	27

*Ranking based on the top 250 properties in November 2007

TABLE 2

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

November 2007 vs. October 2007

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

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Oct-07	Nov-07	% Change
Total Internet : Total Audience	182,206	182,362	0
Toys	23,618	31,076	32
Coupons	20,341	25,777	27
Department Stores	62,759	77,638	24
Consumer Goods	23,558	29,100	24
Jewelry/Luxury Goods/Accessories	16,462	19,688	20
Retail - Sports/Outdoor	27,045	32,244	19
Consumer Electronics	50,131	59,353	18
e-cards	33,829	39,725	17
Retail - Mall	30,806	35,346	15
Retail - Movies	23,643	27,083	15

TABLE 3

comScore Top 50

Properties (U.S.)

November 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)
	Total Internet :				
	Total Audience	182,362			
1	Yahoo! Sites	136,180	26	Shopzilla.com Sites	25,023
2	Google Sites	131,538	27	Best Buy Sites	24,807
3	Microsoft Sites	119,194	28	Craigslist.org	24,427
4	Time Warner Network	119,084	29	Yellowpages.com Network	24,221

5	Fox Interactive Media	81,325	30	Disney Online	23,822
6	eBay	80,510	31	Sears Sites	23,522
7	Amazon Sites	59,058	32	Monster Worldwide	23,390
8	Wikipedia Sites	55,157	33	Bank of America	23,354
9	Ask Network	51,636	34	Gannett Sites	22,272
10	New York Times Digital	47,997	35	ESPN	22,186
11	Apple Inc.	43,775	36	Expedia Inc	21,796
12	Viacom Digital	42,796	37	E.W. Scripps	21,045
13	Wal-Mart	42,462	38	Real.com Network	20,242
14	Target Corporation	41,933	39	Photobucket.com LLC	19,628
15	CNET Networks	35,731	40	United Online, Inc	19,305
16	Weather Channel, The	34,124	41	WebMD Health	18,346
17	Facebook.com	33,660	42	Lycos Sites	18,335
18	Adobe Sites	31,848	43	Circuit City Stores, Inc.	18,268
19	AT&T, Inc.	29,843	44	The Mozilla Organization	17,981
20	Verizon Communications Corporation	29,072	45	JCPenney Sites	17,976
21	CBS Corporation	28,714	46	ARTISTdirect Network	17,743
22	Gorilla Nation	26,556	47	Overstock.com	17,478
23	Comcast Corporation	26,479	48	NFL Internet Group	17,397
24	Superpages.com Network	25,603	49	Hearst Corporation	17,122
25	Glam Media	25,394	50	CareerBuilder LLC	17,021

TABLE 4

comScore Ad Focus
 Ranking (U.S.)
 November 2007
 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	182,362	100 %
1	Advertising.com**	156,692	86 %
2	Yahoo! Advertising Network**	155,430	85 %
3	Google Ad Network**	139,496	76 %
4	Blue Lithium**	134,754	74 %
5	Yahoo!	134,277	74 %
6	ValueClick Networks**	133,430	73 %
7	Tribal Fusion**	131,898	72 %
8	Specific Media**	131,088	72 %
9	Google	123,992	68 %
10	Casale Media Network**	115,172	63 %
11	AOL Media Network	107,573	59 %
12	DRIVEpm**	105,266	58 %
13	MSN-Windows Live	103,586	57 %
14	Traffic Marketplace**	96,608	53 %

15	Yahoo.com Home Page	95,012	52 %
16	interCLICK**	93,829	51 %
17	24/7 Real Media**	90,690	50 %
18	Tremor Media	90,684	50 %
19	AOL	88,826	49 %
20	adconion media group**	84,206	46 %
21	Collective Media**	82,955	45 %
22	Burst Media**	81,368	45 %
23	AdBrite**	79,907	44 %
24	Centro	78,592	43 %
25	ADSDAQ by ContextWeb**	73,863	41 %
26	Vibrant Media**	72,273	40 %
27	eBay.com	69,272	38 %
28	MySpace.com	68,746	38 %
29	Gorilla Nation Media	66,605	37 %
30	CPX Interactive**	66,319	36 %
31	Undertone Networks**	60,564	33 %
32	MSN.COM Home Page	58,678	32 %
33	PrecisionClick**	56,093	31 %
34	YouTube.com	53,521	29 %
35	AdDynamix.com**	51,882	28 %
36	Ask Network	51,636	28 %
37	Amazon.com	49,775	27 %
38	Business.com Network	46,148	25 %
39	Mapquest	45,592	25 %
40	Kontera**	44,164	24 %
41	eBay.com Home Page	43,123	24 %
42	Walmart.com	39,902	22 %
43	About.com	39,873	22 %
44	The Nabbr Network	35,917	20 %
45	Facebook.com	33,660	18 %
46	Vizi Media**	27,556	15 %
47	Real Cities Network	26,486	15 %
48	Superpages.com Network	25,603	14 %
49	CNN	25,581	14 %
50	Weather.com	25,176	14 %

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in October. For instance, Yahoo! was seen by 74 percent of the more than 182 million Internet users in November.

* 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. 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 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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