



comScore Releases Top Canadian Web Rankings for October

TORONTO, Nov. 26, 2007 (Canada NewsWire via COMTEX News Network) --

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Canadians Continue to Gravitate Towards Facebook

Hockey Season Drives Traffic to NHL Network
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comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its October rankings of the largest and fastest-growing Internet properties in Canada based on data from the comScore World Metrix audience measurement service. Microsoft Sites ranked as the most-visited property, while the beginning of hockey season made NHL Network the top-gaining property for the month.

"Hockey season is always a popular time of year here in Canada, and we're seeing that reflected in the surge of activity to NHL Network in October," said Brent Bernie, president of comScore Media Metrix, comScore Canada.

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Top 10 Properties for October
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Microsoft Sites captured the top position in Canada with 22.2 million visitors, followed closely by Google Sites with 22 million visitors. Yahoo! Sites, with 16.8 million visitors, ranked third for the month. Social networking site Facebook.com continued to grow, gaining 4 percent to reach 14.4 million of the 23.7 million Canadians online.

"Facebook has really surged in popularity among Canadians during the past year," continued Mr. Bernie. "The site has grown from about 1 million visitors last October to 14 million visitors this year, positioning it as the top social networking site and fourth largest property overall in Canada."

The largest increases in the top 10 were experienced by Wikipedia and Amazon Sites, both gaining 10 percent from the previous month.

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Top 10 Properties by Canadian Unique Visitors*
October 2007 vs. September 2007
Total Canada - Home and Work Locations**
Source: comScore World Metrix
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Property	Total Unique Visitors (000)		
	Sep-2007	Oct-2007	% Change
Total Internet : Total Audience	23,590	23,678	0
Microsoft Sites	22,094	22,247	1
Google Sites	21,878	22,040	1
Yahoo! Sites	16,321	16,768	3
FACEBOOK.COM	13,841	14,428	4
eBay	13,318	13,876	4
Time Warner Network	12,149	12,259	1
Wikipedia Sites	10,796	11,846	10
Yellow Pages Group	9,185	9,998	9
Amazon Sites	8,857	9,719	10
Canoe Network	7,743	8,273	7

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* Ranking based on the top 100 Canadian properties in October 2007.
** Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

Top-Gaining Properties for October

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With excitement surrounding the start of the season, the NHL Network experienced a flood of traffic, growing 44 percent to nearly 4 million Internet visitors, making it the top-gaining property in October.

Propelled by growth at video site Crackle.com, Sony Online jumped 27 percent to 2.6 million visitors. Video-sharing site Dailymotion also saw gains, growing 14 percent to nearly 2 million visitors.

Glam Media, which has experienced strong growth throughout the year in both Canada and the U.S., continued its upward trend with a 19-percent increase to 3.3 million visitors.

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Top 10 Gaining Properties by Canadian Unique Visitors*

October 2007 vs. September 2007

Total Canada -- Home and Work Locations**

Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Sep-2007	Oct-2007	% Change
Total Internet : Total Audience	23,590	23,678	0
The NHL Network	2,731	3,931	44
Sony Online	2,066	2,626	27
Demand Media	2,338	2,876	23
Glam Media	2,813	3,336	19
General Motors	1,670	1,979	19
Disney Online	1,984	2,337	18
Branchez-Vous! Sites	2,061	2,405	17
WordPress	3,298	3,809	16
Answers.com Sites	2,727	3,144	15
Dailymotion	1,744	1,989	14

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About comScore

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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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