

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

Summer Travel Season Sparks Increases in Several Travel Categories Gaming, Movies and Lotto Sites Also Gain

RESTON, Va., July 21, 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 June 2008 based on data from the comScore Media Metrix service. Content categories showing gains in June were heavily leisure-oriented, including online gaming, travel, entertainment - movies and lotto/sweepstakes. But category gains were modest in a month in which the total number of Internet users decreased slightly and time spent online per user declined 4 percent.

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

"With school letting out in June, Americans have begun to enjoy their summer vacations and appear to be spending less time online and more time basking in the sun," commented Jack Flanagan, executive vice president of comScore Media Metrix. "And when they are online, they spend more time engaged in leisure-related activities, whether it's playing games online, checking out reviews for this year's summer blockbusters, or gearing up for their summer travel."

Summer Travel Season

The online car rental category was the top-gaining in June, growing 4 percent to 6.5 million visitors. Enterprise Rent-A-Car Company led the category with 3.4 million visitors, followed by Avis Budget Group with 2.6 million visitors. Significant gainers in the category included Dollar Thrifty Automotive Group Inc. (up 39 percent to 1.1 million visitors), CarRentals.com (up 42 percent to 892,000 visitors), and Advantage.com (up 39 percent to 214,000 visitors).

The travel - ground/cruise category ranked as the third fastest-growing category in June, growing 3 percent to 11.5 million visitors. Amtrak led the category with 2.7 million visitors (up 11 percent), followed by VacationsToGo.com with 2.2 million visitors (up 14 percent), and Greyhound Lines with 1.6 million visitors (up 26 percent). The gains in ground travel lines like Amtrak and Greyhound may reflect Americans' attempts to save on summer travel by avoiding the increasing costs of air travel and long car trips due to rising gas prices.

Summer Blockbusters Drive Traffic to Movie Sites

Several summer blockbusters reached theaters in June, driving a 2-percent gain to the entertainment - movies category. IMDB.com (Internet Movie Data Base) led the category with 20.8 million visitors, followed by Moviefone (15.6 million visitors) and Yahoo! Movies (15.2 million visitors). Interest in Disney's summer blockbuster Wall-E drove a 24-percent gain to Disney Movies (4.7 million visitors), while the release of Kung Fu Panda resulted in a 182-percent gain to DreamWorks SKG (1.4 million visitors).

More Gaming Online When School's Out

Online gaming typically increases during the summer months with kids out of school, and the category was among the ten fastest-gaining this month with more than 94 million visitors. The category was led by Yahoo! Games with 17 million visitors, followed by EA Online (13.8 million visitors) and Disney Games (12.8 million).

Top 50 Properties

Google Sites maintained its #1 position in the Top Properties ranking, reaching 140.2 million Americans in June, narrowly edging out Yahoo! Sites with 140.1 million, while Microsoft Sites ranked third with 119.7 million visitors. Apple Inc. moved up two positions to #10 as consumers swooned over the next generation Apple iPhone, which was announced in June. Disney Online and Adobe Sites each gained four spots to numbers 21 and 22, respectively.

Top 50 Ad Focus Ranking

Platform-A led the Ad Focus ranking in June, reaching 90 percent of the nearly 190 million Americans online, followed by Yahoo! Network (83 percent reach), Google Ad Network (81 percent reach), and Specific Media (78 percent reach).

TABLE 1
 comScore Top 10 Gaining Properties by Percentage Change in Unique
 Visitors* (U.S.)
 June 2008 vs. May 2008
 Total U.S. - Home, Work and University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	May-08	Jun-08	% Change	
Total Internet : Total Audience	190,858	189,873	-1	N/A
GSN - Game Show Network	910	4,627	409	235
YOURDEGREE.COM	1,935	5,013	159	208
International Data Group	3,820	6,961	82	145
World Wrestling Entertainment (WWE)	3,983	6,759	70	152
EPRIZE.NET	4,160	6,370	53	165
Buzznet	5,427	6,920	28	147
Dow Jones & Company	6,613	8,304	26	124
Spill Group	4,345	5,311	22	196
PCH.COM	6,876	8,403	22	123
MANIATV.COM	3,809	4,550	19	236

*Ranking based on the top 250 properties in June 2008

TABLE 2
 comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors
 (U.S.)
 June 2008 vs. May 2008
 Total U.S. - Home, Work and University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	May-08	Jun-08	% Change
Total Internet : Total Audience	190,858	189,873	-1
Car Rental	6,261	6,504	4
Fragrances/Cosmetics	19,205	19,713	3
Travel - Ground/Cruise	11,193	11,484	3
Coupons	24,508	25,037	2
Lotto/Sweepstakes	29,293	29,800	2
Entertainment - Movies	69,666	70,751	2
Family	68,159	68,896	1
Games	93,158	94,127	1
Online Trading	11,961	12,079	1
Hotels/Resorts	31,982	32,282	1

TABLE 3
 comScore Top 50 Properties (U.S.)
 June 2008
 Total U.S. - Home, Work and University Locations
 Unique Visitors (000)
 Source: comScore Media Metrix

Unique
Visitors

Unique
Visitors

Rank	Property	(000)	Rank	Property	(000)
Total Internet :					
	Total Audience	189,873			
1	Google Sites	140,163	26	AT&T, Inc.	28,009
2	Yahoo! Sites	140,080	27	Target Corporation	27,978
3	Microsoft Sites	119,677	28	Comcast Corporation	27,519
4	AOL LLC	110,841	29	Yellowpages.com Network	25,685
5	Fox Interactive Media	85,998	30	Expedia Inc	24,481
6	eBay	72,972	31	Photobucket.com LLC	24,329
7	Amazon Sites	57,002	32	United Online, Inc	23,409
8	Wikipedia Sites	53,337	33	Bank of America	23,185
9	Ask Network	51,646	34	CareerBuilder LLC	22,033
10	Apple Inc.	45,396	35	Shopzilla.com Sites	21,425
11	Viacom Digital	45,053	36	Demand Media	21,028
12	Turner Network	43,515	37	CBS Corporation	20,867
13	New York Times Digital	42,373	38	ESPN	20,601
14	Glam Media	40,775	39	Gannett Sites	20,019
15	FACEBOOK.COM	37,375	40	Monster Worldwide	19,942
16	Weather Channel, The	34,963	41	Real.com Network	19,751
17	CNET Networks	32,822	42	WhitePages	19,196
18	craigslist, inc.	31,870	43	WordPress	18,899
19	Wal-Mart	30,398	44	Cox Enterprises Inc.	18,208
20	Superpages.com Network	30,155	45	WorldNow - ABC Owned Sites	18,128
21	Disney Online	30,012	46	WebMD Health	17,891
22	Adobe Sites	29,378	47	IRS.GOV	17,762
23	Time Warner - Excluding AOL	29,250	48	Hearst Corporation	17,535
24	Gorilla Nation	29,216	49	E.W. Scripps	16,853
25	Verizon Communications Corporation	28,266	50	Weatherbug Property	16,777

TABLE 4
comScore Ad Focus Ranking (U.S.)
June 2008
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
Total Internet :							
	Total Audience	189,873	100%				
1	Platform-A**	170,312	90%	26	Collective Media**	72,390	38%
2	Yahoo! Network**	158,064	83%	27	Vibrant Media**	72,080	38%
3	Google Ad Network**	154,419	81%	28	Ybrant - Oridian - Addynamix Network**	71,554	38%
4	Specific Media**	148,311	78%	29	NNN Total Newspapers: U.S.	67,530	36%
5	ValueClick Networks**	141,915	75%	30	Gorilla Nation Media	66,866	35%
6	Yahoo!	138,426	73%	31	Undertone Networks**	65,945	35%
7	Tribal Fusion**	137,569	72%	32	YOUTUBE.COM	65,482	34%
8	YuMe Video Network - Media Partners	134,864	71%	33	MSN.COM Home Page	56,741	30%
9	Google	131,697	69%	34	EBAY.COM	56,698	30%

10	Casale Media Network**	128,569	68%	35	TattoMedia**	56,616	30%
11	adconion media group**	125,339	66%	36	IAC Ad Solutions - Media Partners	53,385	28%
12	DRIVEpm**	122,373	64%	37	Ask Network	51,646	27%
13	interCLICK**	118,905	63%	38	Kontera**	50,216	26%
14	Traffic Marketplace**	116,267	61%	39	MapQuest	48,422	26%
15	AOL Media Network	110,841	58%	40	PrecisionClick**	46,681	25%
16	24/7 Real Media**	109,135	57%	41	AMAZON.COM	46,666	25%
17	MSN-Windows Live	107,272	56%	42	NNN Top 25	44,926	24%
18	Tremor Media - Media Partners	101,361	53%	43	Business.com Network	44,709	24%
19	ADSDAQ by ContextWeb**	98,951	52%	44	Real Cities Network	44,577	23%
20	CPX Interactive**	88,911	47%	45	IB Local Network	40,506	21%
21	Turn, Inc**	87,681	46%	46	FACEBOOK.COM	37,375	20%
22	Burst Media**	84,246	44%	47	Quadrant One	37,347	20%
23	AdBrite**	81,133	43%	48	EBAY.COM Home Page	37,061	20%
24	Centro	76,733	40%	49	The Nabbr Network - Exclusive Media Partners	37,039	20%
25	MYSFACE.COM*	72,777	38%	50	Clearspring Widget Promotion Channel - Media Partners	36,495	19%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in June. For instance, Yahoo! was seen by 73 percent of the 190 million Internet users in June.

* 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. For more information, please visit <http://www.comscore.com/boilerplate>

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