

Britons' Significant Interest in Travel Reflected in January U.K. Web Activity, According to comScore Networks

New Years Resolutions Drive Traffic to Career, Property, and Health Sites

London, U.K., February 27, 2007 – comScore Networks, a leader in measuring the digital age, today revealed the top U.K. Internet properties for January, based on data collected through its comScore World Metrix audience ratings service. Notably, the Travel category saw significant increases in January versus December, with half of the top 20 gaining sites belonging to the Travel category. Among the top gainers, Expedia grew 60 percent to 6.6 million U.K. visitors, boosting the site into the top 20 U.K. properties.

“After returning from the Christmas holidays, with months of winter weather still ahead, Brits flocked to travel Web sites to plan their next holiday,” said Bob Ivins, managing director of comScore Europe. “January has historically been the time to plan travel, and this seasonal trend is now being borne out online, with many Travel sites seeing their traffic more than double.”

Other top gaining Travel sites included MyTravel Group plc, up 169 percent to 3.3 million visitors; Thomas Cook AG, up 153 percent to 3.1 million visitors; First Choice Holidays PLC, up 145 percent to 3 million visitors; TUI Group, up 109 percent to 5.5 million visitors; Cheapflights Sites, up 103 percent to 2.5 million visitors; Priceline.com Incorporated, up 73 percent to 2.4 million visitors; EasyGroup, owners of easyJet, up 60 percent to 3.8 million visitors; British Airways, up 50 percent to 3.4 million visitors; and Lastminute.com Sites, up 49 percent to 4.2 million visitors. In addition, Travelsupermarket.com, which is owned by top gainer Moneysupermarket.com Financial Group, rose 145 percent to 1.9 million visitors in January.

New Year's Resolutions Drive British Web Traffic in January

Britons also took the turn of the New Year as an opportunity to look for new jobs, new property, health information, and to re-connect with old friends. Visitation to government Web site Jobcentreplus.gov.uk increased 82 percent to 2.7 million visitors; and the DMGT property rose 37 percent, driven largely by the careers sections of its Web sites. In addition, traffic to Property site Rightmove.co.uk rose 61 percent to 3.4 million U.K. visitors. Those looking for health information drove a 41-percent increase in visitors to NHS.UK to 3.7 million visitors and traffic to iVillage.com: The Womens Network increased 47 percent to 2.6 million visitors. Brits looking to re-connect with old friends drove a 39-percent increase in visitors to Happygroup Sites, which includes friendsreunited.co.uk .

Media Sites See Increases in January

Traffic to many Media sites also rose in January. New York Times Digital entered the top 20 U.K. Web properties with 6.9 million U.K. visitors (up 16 percent). Other top gaining Media sites included: Guardian Media Group (up 49 percent to 4.3 million visitors), Reed Elsevier Group (up 47 percent to 2.7 million visitors), Wikipedia Sites (up 18 percent to 10.7 million visitors), and CNET Networks (up 10 percent to 8.8 million visitors).

Finally, the “Celebrity Big Brother” program was the primary driver behind the 100-percent increase to the Channel 4 television network, which reached 5.8 million U.K. visitors in January.

Top 20 Online Properties by U.K. Unique Visitors, Age 15+

January 2007

Total U.K. – Home and Work Locations*

Source: comScore World Metrix

	Dec.-06 (000)	Jan.-07 (000)	Percentage Change
Total U.K. Internet Audience, Age 15+	29,788	30,072	1%
Google Sites	25,751	26,236	2%
Microsoft Sites	25,721	25,868	1%
eBay	20,921	21,251	2%
Yahoo! Sites	20,171	20,220	0%
BBC Sites	16,665	17,554	5%
Time Warner Network	13,878	14,282	3%
Amazon Sites	14,481	13,645	-6%
Ask Network	12,116	12,848	6%
Fox Interactive Media	10,434	11,150	7%
Wikipedia Sites	9,007	10,654	18%

Apple Computer, Inc.	9,370	9,477	1%
DMGT	6,850	9,383	37%
CNET Networks	7,978	8,776	10%
Tesco Stores	7,327	7,919	8%
Home Retail Group	9,883	7,827	-21%
France Telecom	6,699	7,478	12%
British Sky Broadcasting (BSkyB)	9,459	6,951	-27%
MULTIMAP.COM	6,220	6,917	11%
New York Times Digital	5,935	6,861	16%
Expedia Inc	4,106	6,582	60%

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

Top 20 Gaining Properties by Percentage Change in U.K. Unique Visitors*			
January 2007 vs. December 2006			
Total U.K. Visitors, Age 15+ – Home and Work Locations**			
Source: comScore World Metrix			

	Dec.-06	Jan.-06	Percentage Change
	(000)	(000)	
Total U.K. Internet Audience, Age 15+	29,788	30,072	1%
MyTravel Group plc	1,240	3,339	169%
Thomas Cook AG	1,230	3,109	153%
First Choice Holidays PLC	1,204	2,952	145%
TUI Group	2,627	5,482	109%
Cheapflights Sites	1,231	2,505	103%
Channel4	2,895	5,802	100%
JOBCENTREPLUS.GOV.UK	1,477	2,683	82%
Priceline.com Incorporated	1,409	2,444	73%
DIRECT.GOV.UK	1,831	3,118	70%
RIGHTMOVE.CO.UK	2,129	3,426	61%
Expedia Inc	4,106	6,582	60%
EasyGroup	2,392	3,820	60%
British Airways	2,252	3,369	50%
Guardian Media Group	2,886	4,312	49%
Lastminute.com Sites	2,835	4,215	49%
Reed Elsevier Group	1,832	2,699	47%
iVillage.com: The Womens Network	1,779	2,608	47%
NHS.UK	2,639	3,718	41%
Moneysupermarket.com Financial Group	4,005	5,589	40%
Happygroup	3,407	4,726	39%

*Ranking based on the top 100 U.K. properties in January 2007.

** Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

About comScore World Metrix

comScore World Metrix is one of the first service to continuously measure and report online behaviour on a world-wide basis, providing visitation metrics and demographic characteristics for Web site audiences around the world. With active representation of countries that comprise the vast majority of the global Internet population, World Metrix provides its clients with worldwide Internet population estimates and harmonized online performance metrics based on a consistent methodology across all countries. More than 100 clients subscribe to comScore's World Metrix service, including 8 of the top 10 interactive advertising agencies.

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 behaviour, including online and offline purchasing. comScore panellists 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 behaviour 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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