

Microsoft Sites Rank as Top Web Property Worldwide in June, According to comScore World Metrix

Analysis Finds U.S. Continues To Have Highest Online Population, Followed by China

RESTON, VA, August 14, 2006 - comScore Networks today released its monthly analysis of worldwide consumer activity at top online properties, based on its June World Metrix report, which estimates global online audience size. comScore revealed that 713 million people, age 15+ used the Web around the world from all locations in June. Visitors from the U.S. accounted for 21 percent of all worldwide unique visitors, while 11 percent originated from China and 7 percent originated from Japan.

Online Populations for Top 15 Countries, Among Visitors Age 15+*	
June 2006	
Total Worldwide - All Locations	
Unique Visitors (000)	
Source: comScore World Metrix	

	Unique Visitors (000)
Worldwide Total (Age 15+)	712,976
United States	153,074
China	78,310
Japan	53,104
Germany	31,977
United Kingdom	29,832
Korea	25,183
France	23,801
Canada	19,595
India	18,020
Italy	16,857
Brazil	13,713
Spain	12,561
Russian Federation	11,390
Netherlands	10,864
Australia	9,432

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

Top Global Properties

Microsoft Sites topped the list as the most visited global property in June 2006 with approximately 500 million global visitors, followed by Yahoo! Sites (481 million visitors), and Google Sites (454 million visitors). Yahoo! Sites led all global properties with 116 billion page views during June, followed by Google (84 billion page views), and Microsoft Sites (75 billion page views).

"The 'big three' properties continue to aggregate the largest worldwide audiences, dominating the rankings," said Bob Ivins, managing director for comScore Europe. "MSN, Yahoo! and Google ranked as the top three respectively, each drawing more than 450 million visitors in June, approximately 200 million more than the next closest property. While the established Internet

players grabbed the top spots in the worldwide rankings, several upstarts have quickly found their way into the top 15 properties. Wikipedia Sites ranked 8th on a worldwide basis in June with 128 million visitors, while MySpace ranked 15th with 66 million visitors worldwide."

Top 15 Online Properties Worldwide, Among Visitors Age 15+*	
June 2006	
Total Worldwide - All Locations	
Source: comScore World Metrix	
	Unique Visitors
	(000)
Worldwide Total (Age 15+)	712,976
Microsoft Sites	499,540
Yahoo! Sites	480,933
Google Sites	453,963
eBay	256,653
Time Warner Network	219,868
Amazon Sites	129,320
Wikipedia Sites	127,982
Ask Network	111,864
Adobe Sites	95,831
Apple Computer, Inc.	92,211
Lycos, Inc.	87,434
CNET Networks	84,651
Monster Worldwide	72,828
Real.com Network	67,391
MYSACE.COM	66,401

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

Strong Adoption of World Metrix Service

With active representation of countries that comprise the vast majority of the global Internet population, World Metrix provides a worldwide universe estimate based on a consistent methodology across all countries. comScore provides the largest global clients and brands with harmonized performance metrics for themselves and their competition - and similar data for smaller players - in countries around the world. To date, more than 100 clients have subscribed to comScore's World Metrix service, including 8 of the top 10 interactive advertising agencies.

"We are delighted by client acceptance of our World Metrix service, which is now being used by some of the largest brands and agencies around the world," commented Mr. Ivins. "World Metrix is the culmination of years spent compiling accurate online population data in individual countries, harmonizing our universe and site definitions on a global basis, and significantly increasing the size of the comScore panel in many countries."

Companies interested in obtaining information about comScore World Metrix services should call (866) 276-6972 or email mmxinfo@comscore.com.

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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