

comScore Media Metrix Ranks Top 50 U.S. Web Properties for April 2009

--Swine Flu Concerns Cause Surge in Visitation to CDC.gov --Social Networking Category Has Record Month Led by Gains at Twitter and Facebook

RESTON, Va., May 14, 2009 /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 April 2009 based on data from the comScore Media Metrix service. April saw Americans turn to the Web for the latest information related to the swine flu, causing traffic to soar at CDC.gov. The month also saw visitation to social networking sites reach record numbers, driven by growth at Twitter.com and Facebook.com, as well as an increase in visitation to real estate and home-related sites as the spring season prompted many Americans to consider home improvements. The tax category also experienced strong growth as procrastinating Americans tried to beat the April 15 deadline.

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

"When news of the swine flu pandemic erupted, many Americans turned to the Internet as their primary source of information for how to keep themselves and their families safe," commented Jack Flanagan, executive vice president of comScore Media Metrix. "April also saw a record number of visitors at social networking sites with Facebook and Twitter each adding millions of new users as a result of continued media attention and overall interest in the sites."

Swine Flu Drives Americans Online in Search of Information

News of the swine flu outbreak prompted many concerned Americans to jump online in search of information about prevention, detection and treatment of the virus. The Centers for Disease Control and Prevention's site, CDC.gov, witnessed a 142-percent increase to 5.7 million visitors, making it the top-gaining property in April.

Social Networking Reports Record Visitation

The social networking category experienced a record month, growing 12 percent to nearly 140 million visitors, or nearly three-quarters of the U.S. online population. MySpace Sites led the category with 71 million visitors, followed by Facebook.com with 67.5 million visitors, an increase of 10 percent from the previous month. Twitter.com, now the third ranked social networking site, experienced another explosive month of visitor growth, jumping 83 percent to 17 million visitors.

Americans' Homes Top of Mind in April

Many Americans sought information related to their homes in April with the Real Estate category reporting a 10-percent increase to 48.4 million visitors and the Community - Home category gaining 10 percent to nearly 30 million visitors. Move Network led as the most visited real estate site attracting 13.2 million visitors (up 88 percent vs. March), followed by Yahoo! Real Estate with 6.8 million visitors (up 11 percent) and AOL Real Estate with 3.6 million visitors (up 15 percent).

The start of spring led many Americans to consider home repairs and remodeling, driving traffic to the Community - Home category. About.com Home & Garden led the category with nearly 4 million visitors (up 16 percent), followed by AOL Home with 3.8 million visitors (up 29 percent) and Better Homes & Gardens Network with 3.8 million visitors (up 13 percent).

Top 50 Properties

Google Sites continued to lead as the most visited property in April with more than 155 million visitors, followed by Yahoo! Sites with 149 million visitors and Microsoft Sites with 126.5 million visitors. Facebook.com climbed one spot in the ranking to #8 with 67.5 million visitors.

Top 50 Ad Focus Ranking

Platform-A led the April Ad Focus ranking, reaching 91 percent of the nearly 193 million Americans online. Yahoo! Network ranked second, reaching 87 percent, while Google Ad Network ranked third with an 85 percent reach. Specific Media moved up seven spots to #5 reaching 82 percent, while FOX Audience Network climbed three positions to #6 reaching 77 percent of Americans online.

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
 April 2009 vs. March 2009
 Total U.S. - Home, Work and University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Mar-09	Apr-09	%Change	
Total Internet : Total Audience	192,173	192,875	0	N/A
CDC.gov	2,371	5,736	142	214
CHINAONTV.COM	2,674	6,300	136	185
Move Network	7,002	13,191	88	77
Twitter.com	9,313	17,001	83	56
MLB.com	6,860	12,497	82	87
Betawave Partners - Partial List	3,972	7,145	80	163
Hollywood.Net - Hollywood Online Network	4,821	6,850	42	169
teen.com Network	5,495	7,806	42	145
World Wrestling Entertainment (WWE)	3,774	5,086	35	236
Wikia Sites	3,638	4,892	34	239

*Ranking based on the top 250 properties in April 2009.

Table 2

comScore Top 10 Gaining Site Categories* by Percentage Change in Unique Visitors (U.S.)
 April 2009 vs. March 2009
 Total U.S. - Home, Work and University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Mar-09	Apr-09	% Change
Total Internet : Total Audience	192,173	192,875	0
Community - Teens	19,947	24,142	21
Business/Finance - Taxes	18,311	20,585	12
Social Networking	124,406	139,781	12
Real Estate	43,924	48,357	10
Entertainment - Music	86,817	95,511	10
Community - Home	27,161	29,857	10
Retail - Computer Software	34,346	37,685	10
Retail - Flowers/Gifts/Greetings	28,356	31,019	9
Online Gambling	11,670	12,754	9
Gaming Information	40,637	44,370	9

Table 3

comScore Top 50 Properties (U.S.)
 April 2009
 Total U.S. - Home, Work and University Locations
 Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	192,875
1	Google Sites	155,319
2	Yahoo! Sites	149,118
3	Microsoft Sites	126,452
4	AOL LLC	107,469
5	Fox Interactive Media	87,830
6	Ask Network	73,491
7	eBay	72,899
8	FACEBOOK.COM	67,481
9	Wikimedia Foundation Sites	65,461
10	Amazon Sites	62,730
11	Apple Inc.	54,550
12	Glam Media	54,485
13	CBS Interactive	53,473
14	Turner Network	49,719
15	Viacom Digital	47,911
16	New York Times Digital	47,316
17	craigslist, inc.	46,469
18	Weather Channel, The	40,160
19	AT&T Interactive Network	33,670
20	Adobe Sites	33,081
21	Comcast Corporation	32,776
22	Verizon Communications Corporation	32,648
23	Wal-Mart	32,515
24	Superpages.com Network	29,225
25	Answers.com Sites	29,062
26	Demand Media	28,492
27	The Mozilla Organization	27,958
28	Disney Online	27,180
29	Target Corporation	26,961
30	Bank of America	26,736
31	WordPress	26,567
32	Time Warner - Excluding AOL	25,714
33	Gorilla Nation	25,142
34	Photobucket.com LLC	24,939
35	Expedia Inc	24,283
36	AT&T, Inc.	24,009
37	United Online, Inc	23,996
38	Everyday Health	23,668
39	CareerBuilder LLC	23,506
40	iVillage.com: The Womens Network	22,596
41	NBC Universal	21,671
42	WebMD Health	21,605
43	Gannett Sites	21,558
44	ESPN	21,384
45	JPMorgan Chase Property	21,264
46	Monster Worldwide	20,299
47	Weatherbug Property	20,293
48	NetShelter Technology Media	20,164
49	Shopzilla.com Sites	20,061
50	Real.com Network	19,904

Table 4

comScore Ad Focus Ranking (U.S.)
 April 2009
 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	192,875	100.0
1	Platform-A**	176,455	91%
2	Yahoo! Network**	167,129	87%
3	Google Ad Network**	164,518	85%
4	ValueClick Networks**	160,307	83%
5	Specific Media**	158,012	82%
6	FOX Audience Network**	149,249	77%
7	Yahoo! Sites	149,118	77%
8	Google	148,511	77%
9	24/7 Real Media**	147,668	77%
10	Traffic Marketplace**	143,519	74%
11	Tremor Media - Potential Reach	141,971	74%
12	Microsoft Media Network US**	139,674	72%
13	Tribal Fusion**	138,274	72%
14	Casale Media - MediaNet**	137,884	71%
15	interCLICK**	134,834	70%
16	YuMe Video Network - Potential Reach	134,608	70%
17	Turn, Inc**	134,028	69%
18	Adconion Media Group**	133,498	69%
19	CPX Interactive**	130,370	68%
20	Collective Network by Collective Media**	129,808	67%
21	ADSDAQ by ContextWeb**	123,534	64%
22	Platform-A Video Network - Potential Reach	121,949	63%
23	AudienceScience (formerly Revenue Science)**	121,001	63%
24	Burst Media**	116,727	61%
25	Digital Broadcasting Group (DBG) - Potential Reach	112,646	58%
26	MSN-Windows Live	111,783	58%
27	AOL Media Network	107,469	56%
28	BrightRoll Video Network - Potential Reach	99,911	52%
29	Undertone Networks**	97,053	50%
30	AdBrite**	91,033	47%
31	YOUTUBE.COM	89,697	47%
32	Pulse 360**	82,574	43%
33	Vibrant Media**	80,779	42%
34	Centro - Potential Reach	75,551	39%
35	NNN Total Newspapers: U.S.	74,415	39%
36	Ask Network	73,491	38%
37	Adify**	73,467	38%
38	Kontera**	72,870	38%
39	Monster Career Ad Network (CAN)**	72,225	37%
40	MYSFACE.COM*	70,954	37%
41	FACEBOOK.COM	67,481	35%
42	ITN Digital - Potential Reach	66,578	35%
43	TattoMedia**	63,379	33%
44	MSN.COM Home Page	57,753	30%
45	IAC Ad Solutions	57,650	30%

46	EBAY.COM	56,319	29%
47	Glam Media	54,485	28%
48	AMAZON.COM	52,058	27%
49	NNN Top 25	50,644	26%
50	Business.com Network	48,692	25%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in April. For instance, Yahoo! Sites was seen by 77 percent of the nearly 193 million Internet users in April.

* 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

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