

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

Traffic to Retail Sites Grows Despite Disappointing Holiday Sales Google Sites Reach Nearly 80 Percent of Americans Online

RESTON, Va., Jan 15, 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 December 2008 based on data from the comScore Media Metrix service. The holiday shopping season drove increased traffic to retail sites as consumers browsed merchandise and sought deals online. Shipping and Weather sites also saw gains as Americans eagerly anticipated the arrival of their packages and holiday guests.

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

"The holiday shopping season continued to be the main driver of online activity in December, with retail sites being the primary beneficiaries," commented Jack Flanagan, executive vice president of comScore Media Metrix. "While enticing discounts and incentives were enough to attract holiday shoppers to browse online, consumers did not open their wallets as they have in past years as online sales declined 3 percent versus last year amid the tougher economic climate."

Retail Sites Realize Seasonal Traffic Gains Despite Soft Online Holiday Sales

Traffic to retail sites grew in December as consumers searched for holiday gifts and discounts. Retail - Jewelry/Luxury Goods/Accessories surged 30 percent to 25 million visitors to rank as the top-gaining category for the month.

Retail - Sports/Outdoor sites also posted strong growth for the month increasing 24 percent to more than 38 million visitors. The top ten sites in the category all witnessed double-digit increases, including DicksSportingGoods.com (up 57 percent to 4.8 million visitors) and SportsAuthority.com (up 61 percent to 3.3 million visitors).

Other retail categories among the top-ten included Retail - Music (up 24 percent to 26 million visitors), Retail - Flowers/Gifts/Greeting (up 17 percent to 45.7 million visitors) and Retail - Computer Software (up 14 percent to 30.2 million visitors).

Shipping Category Surges as Consumers Rush to Send Holiday Gifts

Traffic to shipping sites climbed 27 percent to nearly 40 million visitors in December as Americans raced to ensure delivery of their packages in time for the holidays. The category was led by UPS Sites with 21.6 million visitors (up 47 percent from the previous month), which also ranked as one of the top-gaining properties in December. USPS.com captured the second position with 16.6 million visitors (up 28 percent), followed by FedEx with 13.4 million visitors (up 38 percent).

Severe Winter Conditions Drive Visitors to Weather Sites

Wintry weather blasted much of the country during December, resulting in holiday travel delays and cancellations. The Weather category grew 17 percent to 76.8 million visitors as Americans sought weather updates. The Weather Channel led the category with 41.5 million visitors (up 28 percent), followed by Weatherbug Property with 27.1 million visitors (up 10 percent), and Yahoo! Weather with 14.3 million visitors (up 36 percent).

Top 50 Properties

Google Sites continued to lead as the most visited property in December with 149 million visitors, followed by Yahoo! Sites with 145.7 million visitors and Microsoft Sites with 125.4 million visitors. Facebook and Apple Inc. both climbed two spots to #11 and #12, respectively. The holiday shopping season caused sharp increases at several retail-related properties including Shopzilla.com Sites (up six spots to #27), Best Buy Sites (up 10 spots to #30), and JCPenney Sites (up eight spots to #42).

Top 50 Ad Focus Ranking

Platform-A led the December Ad Focus ranking, reaching 91 percent of the 190.7 million Americans online. Yahoo! Network ranked second, reaching 87 percent, while ValueClick Networks captured the third position with an 84-percent reach. Adconion Media Group moved up three spots in the ranking to #9, Amazon.com moved up three spots to #37, and ITN Digital Networks -

Potential Reach moved up five spots to #40.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)

December 2008 vs. November 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Nov-08	Dec-08	% Change	
Total Internet :				
Total Audience	190,775	190,650	0	N/A
FRONTIERNET.NET	2,450	6,504	165	190
Fantasy Sports Ventures	5,818	10,414	79	109
WUNDERGROUND.COM	3,054	5,097	67	237
Borders Group, Inc.	4,055	6,541	61	185
PYZAM.COM	4,080	6,476	59	191
UPS Sites	14,691	21,628	47	44
Xacti Corporation	5,117	7,501	47	152
MERCHANTCIRCLE.COM	4,309	6,247	45	199
Barnes & Noble	8,420	12,021	43	96
Jango Music Network	4,654	6,512	40	189

*Ranking based on the top 250 properties in December 2008

TABLE 2

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)

December 2008 vs. November 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Nov-08	Dec-08	% Change
Total Internet : Total Audience	190,775	190,650	0
Retail - Jewelry/Luxury Goods/Accessories	19,210	24,988	30
Shipping	29,781	37,924	27
Retail - Sports/Outdoor	30,891	38,356	24
Retail - Music	21,023	26,004	24
e-cards	34,266	41,453	21
Humor	28,649	33,623	17
Weather	65,500	76,797	17
Retail - Flowers/Gifts/Greetings	39,110	45,653	17
Pharmacy	18,277	20,940	15
Retail - Computer Software	26,498	30,186	14

TABLE 3

comScore Top 50 Properties (U.S.)

December 2008

Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
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Total Internet :			
	Total Audience	190,650	
1	Google Sites	149,027	26 Disney Online 30,782
2	Yahoo! Sites	145,708	27 Shopzilla.com Sites 29,410
3	Microsoft Sites	125,351	28 Superpages.com Network 28,854
4	AOL LLC	109,879	29 AT&T, Inc. 28,807
5	Fox Interactive Media	89,225	30 Best Buy Sites 27,730
6	eBay 77,885		31 Bank of America 27,599
7	Ask Network	73,267	32 Sears Sites 27,462
8	Amazon Sites	71,431	33 Weatherbug Property 27,100
9	Glam Media	61,129	34 Everyday Health 26,701
10	Wikimedia Foundation Sites	58,302	35 United Online, Inc 24,593
11	FACEBOOK.COM	54,552	36 Gorilla Nation 24,482
12	Apple Inc.	53,652	37 WordPress 24,199
13	CBS Corporation	52,806	38 Demand Media 23,759
14	Wal-Mart	49,405	39 Photobucket.com LLC 23,543
15	Turner Network	48,505	40 Answers.com Sites 23,530
16	Viacom Digital	46,312	41 Real.com Network 22,700
17	New York Times Digital	46,270	42 JCPenney Sites 22,254
18	Target Corporation	45,089	43 JPMorgan Chase Property 22,181
19	Weather Channel, The	41,503	44 UPS Sites 21,628
20	craigslist, inc.	36,977	45 The Mozilla Organization 21,332
21	AT&T Interactive Network	35,967	46 WhitePages 21,200
22	Adobe Sites	34,401	47 Gannett Sites 21,138
23	Time Warner - Excluding AOL	32,975	48 iVillage.com: The Womens Network 20,612
24	Verizon Communications Corporation	31,832	49 WorldNow - ABC Owned Sites 20,356
25	Comcast Corporation	31,306	50 ESPN 20,316

TABLE 4
comScore Ad Focus Ranking (U.S.)
December 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	190,650	100%				
1	Platform-A**	173,804	91%	26	YOUTUBE.COM	81,926	43%
2	Yahoo! Network**	165,879	87%	27	Centro - Potential Reach	79,294	42%
3	ValueClick Networks**	159,420	84%	28	Undertone Networks**	79,259	42%
4	Google Ad Network**	157,131	82%	29	Vibrant		

					Media**	78,370	41%
5	Specific Media**	153,079	80%	30	MYSFACE.COM*	75,909	40%
6	Traffic Marketplace**	147,024	77%	31	Ask Network	73,267	38%
7	Yahoo! Sites	145,708	76%	32	NNN Total Newspapers:		
					U.S.	72,178	38%
8	24/7 Real Media**	142,448	75%	33	IAC Ad Solutions - Potential Reach	69,839	37%
9	Adconion Media Group**	142,133	75%	34	Gorilla Nation Media - Potential Reach	69,676	37%
10	Google	141,044	74%	35	EBAY.COM	62,738	33%
11	Tribal Fusion**	139,778	73%	36	Kontera**	62,340	33%
12	Tremor Media - Potential Reach	137,407	72%	37	AMAZON.COM	62,081	33%
13	interCLICK**	137,076	72%	38	Glam Media	61,129	32%
14	Casale Media - MediaNet**	136,806	72%	39	Pulse 360**	60,834	32%
15	Collective Network**	126,294	66%	40	ITN Digital Networks - Potential Reach	60,060	32%
16	Revenue Science**	126,261	66%	41	MSN.COM Home Page	56,543	30%
17	DRIVEpm**	126,158	66%	42	TattoMedia**	56,284	30%
18	Turn, Inc**	123,150	65%	43	FACEBOOK.COM	54,552	29%
19	CPX Interactive**	118,305	62%	44	IB Local Network	53,461	28%
20	ADSDAQ by ContextWeb**	117,025	61%	45	NNN Top 25	49,520	26%
21	BrightRoll Video Network - Potential Reach	114,333	60%	46	Adify**	48,974	26%
22	Burst Media**	112,601	59%	47	Business.com Network	47,695	25%
23	MSN-Windows Live	112,223	59%	48	WALMART.COM	46,049	24%
24	AOL Media Network	109,879	58%	49	YuMe Video Network - Potential Reach	45,860	24%
25	AdBrite**	87,826	46%	50	QuadrantONE - Potential Reach	44,940	24%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in December. For instance, Yahoo! Sites were seen by 76 percent of the nearly 191 million Internet users in December.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

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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