

## comScore Media Metrix Releases Top 50 Web Rankings for July

### **The Simpsons Movie Promotion Sparks Growth to Burger King Site making it the Top Gaining Property for July Summer Vacation Season Continues to Spur Traffic to Travel Sites for the Third Consecutive Month Top Nine Properties Unchanged in Top 50 Ranking; Viacom Digital Replaces Apple Inc. to Take Number Ten Spot**

RESTON, Va., Aug 17, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore Media Metrix (Nasdaq: SCOR) today released its monthly analysis of U.S. consumer activity at top online properties for July 2007. Summer movie season impacted the rankings as The Simpsons Movie drove traffic to the Burger King site and July movie releases increased traffic to ticket sites. The month also saw traffic increase to car rental and ground/cruise sites as travel season continued its strong presence in the monthly rankings, while job search sites experienced gains as Americans sought summer jobs and new careers.

#### The Simpsons Movie Spurs Immense Growth to Burger King Site

As the top gaining property for the month, Burger King experienced a 774-percent increase to 4.2 million visitors. The tremendous jump in traffic was attributed to tie-ins with the recently-released The Simpsons Movie.

#### Summer Movie Season Drives Traffic to Ticket Sites

With the July release of several anticipated films including Transformers and Harry Potter and the Order of the Phoenix, traffic to movie ticket sites propelled the tickets category up 12 percent to 44.9 million visitors for the month. Moviefone gained 2 percent to 13.7 million visitors, while [Fandango.com](http://Fandango.com) experienced a 62-percent increase to 10.2 million visitors and [Movietickets.com](http://Movietickets.com) saw a 107-percent increase to 6.7 million visitors for the month.

#### Summer Vacation Continues to Boost Traffic to Travel Sites in July

As vacation season continues, travel-related sites once again enjoyed solid growth for the month. The car rental category increased 15 percent to nearly 7 million visitors making it the top gaining category for July. [Enterprise.com](http://Enterprise.com) led the category with 3.3 million visitors (up 41 percent) followed by Avis Budget group with nearly 3 million visitors (up 14 percent) and Hertz with 1.9 million visitors (up 22 percent). Ground/cruise sites also saw significant gains for the month, reporting a 13-percent increase to 12 million visitors. [Amtrack.com](http://Amtrack.com) led the category with 2.5 million visitors (up 32 percent), followed by [Vacationstogo.com](http://Vacationstogo.com) with 2.4 million visitors (up 9 percent) and Carnival Cruise Lines with 1.7 million visitors (up 7 percent).

#### Job Search Sites Experience Growth

In contrast to vacation planning some Americans were in pursuit of a job in July, boosting traffic to job search sites by 11 percent to reach 17.2 million visitors for the month. The category was led by [CareerBuilder.com](http://CareerBuilder.com) Job Search with 7.9 million visitors (up 3 percent), followed by [Monster.com](http://Monster.com) Job Search with 5.5 million visitors (up 6 percent) and Yahoo! HotJobs Job Search with 4.9 million visitors (up 11 percent).

#### Top 50 Properties

July saw the top nine properties remain unchanged from their June ranking, while Viacom Digital moved up two spots to number 10 attracting more than 43 million visitors. Glam Media jumped five positions to number 34, drawing nearly 21 million visitors in July, and [Facebook.com](http://Facebook.com) grew 9 percent in unique visitors, moving up three spots to claim number 17 in the ranking.

#### Top 50 Ad Focus Ranking

In July, [Advertising.com](http://Advertising.com) remained atop the Ad Focus Ranking, reaching 88 percent of the more than 180 million Americans online. Google Ad Network, which includes Google Adwords and Google AdSense Programs, joined the ranking this month at number four, reaching 73 percent of the U.S. online population. Mapquest and Kontera also entered the ranking in July at positions 32 and 38, respectively. Finally, Interclick experienced a seven spot increase to number 22, reaching 41 percent of Americans online.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
 July 2007 vs. June 2007  
 Total U.S. Home, Work and University Internet Users  
 Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jun-07	Jul-07	% Change	
Total Internet : Total Audience	178,839	180,078	1	N/A
Burger King	479	4,188	774	241
<a href="http://FANDANGO.COM">FANDANGO.COM</a>	6,297	10,210	62	93
MediaNews Group, Inc.	3,340	5,172	55	193
Geosign Technologies	3,064	4,569	49	223
Foot Locker Sites	2,813	3,985	42	249
Hollywood Media Corp.	9,324	12,670	36	70
Revolution Health Network	3,047	4,014	32	248
<a href="http://Shop.com">Shop.com</a> Sites	3,341	4,390	31	233
Mezi Media Sites	10,521	13,771	31	61
Cablevision	3,262	4,264	31	239

\*Ranking based on the top 250 properties in July 2007

TABLE 2

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)  
 July 2007 vs. June 2007  
 Total U.S. Home, Work and University Internet Users  
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jun-07	Jul-07	% Change
Total Internet: Total Audience	178,839	180,078	1
Car Rental	6,041	6,953	15
Ground/Cruise	10,624	12,018	13
Entertainment - News	42,057	47,484	13
Tickets	40,246	44,906	12
Toys	19,255	21,428	11
Job Search	15,472	17,160	11
Real Estate	41,385	44,765	8
Incentives	15,375	16,509	7
Manufacturer	26,185	27,956	7
Lotto/Sweepstakes	27,219	28,914	6

TABLE 3

comScore Top 50 Properties (U.S.)  
 July 2007  
 Total U.S. - Home, Work and University Locations  
 Unique Visitors (000)  
 Source: comScore Media Metrix

Unique

Rank	Property	Visitors (000)
	Total Internet: Total Audience	180,078
1	Yahoo! Sites	133,428
2	Google Sites	123,892
3	Time Warner Network	123,702
4	Microsoft Sites	118,154
5	Fox Interactive Media	81,233
6	eBay	79,787
7	Amazon Sites	52,702
8	Ask Network	51,885
9	Wikipedia Sites	46,372
10	Viacom Digital	43,056
11	New York Times Digital	42,710
12	Apple Inc.	42,561
13	Weather Channel, The	38,534
14	Adobe Sites	33,361
15	Gorilla Nation	32,560
16	CNET Networks	32,182
17	<a href="http://FACEBOOK.COM">FACEBOOK.COM</a>	30,557
18	Target Corporation	30,391
19	AT&T, Inc.	29,692
20	Expedia Inc	29,243
21	Wal-Mart	29,213
22	Monster Worldwide	25,753
23	Verizon Communications Corporation	25,151
24	<a href="http://Photobucket.com">Photobucket.com</a> LLC	24,188
25	Disney Online	23,948
26	<a href="http://CRAIGSLIST.ORG">CRAIGSLIST.ORG</a>	23,946
27	United Online, Inc	23,683
28	Bank of America	23,325
29	<a href="http://Superpages.com">Superpages.com</a> Network	22,526
30	CBS Corporation	22,258
31	<a href="http://Shopzilla.com">Shopzilla.com</a> Sites	21,983
32	CareerBuilder LLC	21,723
33	Comcast Corporation	20,659
34	Glam Media	20,656
35	<a href="http://Yellowpages.com">Yellowpages.com</a> Network	20,600
36	<a href="http://Real.com">Real.com</a> Network	20,298
37	Lycos Sites	20,268
38	Gannett Sites	20,089
39	Travelport	19,689
40	ARTISTdirect Network	19,603
41	ESPN	18,227
42	WhitePages	17,919
43	Cox Enterprises Inc.	17,777
44	Citysearch	17,251
45	WebMD Health	16,829
46	E.W. Scripps	16,819
47	The Mozilla Organization	16,742
48	Weatherbug Property	16,289
49	<a href="http://iVillage.com">iVillage.com</a> : The Womens Network	15,925
50	Ticketmaster	15,170

TABLE 4

comScore Ad Focus Ranking (U.S.)  
July 2007  
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	180,078	100 %
1	<a href="#">Advertising.com**</a>	158,905	88 %
2	ValueClick**	131,914	73 %
3	Yahoo!	131,693	73 %
4	Google Ad Network**	131,057	73 %
5	Tribal Fusion**	128,884	72 %
6	Blue Lithium**	119,476	66 %
7	Specific Media**	119,088	66 %
8	Casale Media Network**	118,389	66 %
9	Google	116,186	65 %
10	AOL Media Network	113,875	63 %
11	Traffic Marketplace**	109,284	61 %
12	MSN-Windows Live	105,438	59 %
13	DRIVEpm**	96,290	53 %
14	24/7 Real Media**	95,503	53 %
15	<a href="#">YAHOO.COM</a> Home Page	93,923	52 %
16	Tremor Media	92,490	51 %
17	AOL	90,936	50 %
18	CPX Interactive**	79,683	44 %
19	Burst Media**	76,422	42 %
20	Centro	75,320	42 %
21	PrecisionClick**	74,538	41 %
22	Interclick**	74,011	41 %
23	ContextWeb**	72,935	41 %
24	AdBrite**	72,414	40 %
25	<a href="#">EBAY.COM</a>	69,690	39 %
26	<a href="#">MYSPACE.COM</a>	69,617	39 %
27	Vibrant Media**	65,427	36 %
28	adconion media group**	64,621	36 %
29	Gorilla Nation Media	64,434	36 %
30	<a href="#">AdDynamix.com**</a>	64,210	36 %
31	<a href="#">MSN.COM</a> Home Page	54,647	30 %
32	Mapquest	54,084	30 %
33	Ask Network	51,885	29 %
34	Undertone Networks**	51,859	29 %
35	<a href="#">YOUTUBE.COM</a>	44,180	25 %
36	<a href="#">Business.com</a> Network	43,663	24 %
37	<a href="#">EBAY.COM</a> Home Page	41,164	23 %
38	Kontera**	39,149	22 %
39	<a href="#">ABOUT.COM</a>	37,057	21 %
40	<a href="#">FACEBOOK.COM</a>	30,557	17 %
41	<a href="#">WEATHER.COM</a>	28,565	16 %
42	Nick Kids & Family	26,150	15 %
43	Real Cities Network	25,395	14 %
44	Disney Online	23,948	13 %
45	<a href="#">PHOTOBUCKET.COM</a>	23,623	13 %
46	CareerBuilder Network	22,859	13 %
47	<a href="#">IMDB.COM</a>	22,805	13 %
48	<a href="#">Superpages.com</a> Network	22,526	13 %
49	CNN	22,494	12 %
50	<a href="#">Yellowpages.com</a> Network	20,600	11 %

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in July. For instance, Yahoo! was seen by 73 percent of the more than 180 million Internet users in July.

\* Entity has assigned some portion of traffic to other syndicated

entities.

\*\* Denotes an advertising network.

#### About comScore Media Metrix

comScore Media Metrix, a division of comScore, Inc., 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. 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 analysts 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 more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

SOURCE comScore, Inc.

Sarah Radwanick of comScore, Inc.,  
+1-312-775-6538, [press@comscore.com](mailto:press@comscore.com)

<http://www.comscore.com>

Copyright (C) 2007 PR Newswire. All rights reserved

News Provided by COMTEX