

## comScore Reports Visitation to Leading French Sites in December; Google Remains the Most-Visited Site in France for 16th Consecutive Month

London, UK, January 30, 2007 – comScore Networks, a leader in measuring the digital age, today revealed the top French Internet properties and the top gaining properties during December based on data collected through its comScore World Metrix audience ratings service. Notable findings include:

- Google Sites, Microsoft Sites and France Telecom retained their rankings as the top three properties among French Internet users, with 16.8, 15.7 and 13.6 million French visitors, respectively.
- Half of the top 10 gainers in December were shopping sites, including card site Dromadaire.com with 1.7 million visitors (up 38 percent); comparison shopping engine Shopzilla.com Sites with 1.9 million visitors (up 29 percent); Karstadt-Quelle, appearing on the top gainers list for two months in a row, with 5.7 million visitors (up 21 percent); Apple Computer with 3.8 million visitors (up 16 percent); and Kingfisher (which includes Darty.com, Castorama.fr and But.fr) with 2.4 million visitors (up 13 percent). In addition, Groupe PPR (which includes Fnac.com, Laredoute.fr and Conforama.fr) was the 8<sup>th</sup> most-visited site in France overall, growing 6 percent versus November to 9.4 million visitors; and La Poste, the site used to ship many of the Christmas gifts bought online, was up 14 percent to 4.3 million visitors.
- Travel and weather were also top of mind among the French during December, as city guide Cityvox.fr grew 35 percent to 1.5 million visitors and MeteoFrance.com grew 20 percent to 2.2 million visitors.

### Top 10 Online Properties by French Unique Visitors, Age 15+\*

December 2006

Total France – Home and Work Locations

Source: comScore World Metrix

	Nov.-06 (000)	Dec.-06 (000)	Percentage Change
<b>Total FR Internet Audience, Age 15+</b>	<b>24,259</b>	<b>24,409</b>	<b>1%</b>
Google Sites	16,383	16,846	3%
Microsoft Sites	15,511	15,651	1%
France Telecom	13,599	13,641	0%
Iliad/Free.fr Sites	12,289	12,092	-2%
Yahoo! Sites	10,856	10,750	-1%
eBay	10,282	10,704	4%
Groupe Pages Jaunes	10,657	10,378	-3%
Groupe PPR	8,917	9,409	6%
Groupe Aprovia	7,636	7,454	-2%
Orbus Groupe	7,223	7,242	0%

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

<b>Top 10 Gaining Properties by Percentage Change in French Unique Visitors*</b>			
<b>November vs. December, 2006</b>			
<b>Total French Visitors, Age 15+ – Home and Work Locations**</b>			
<b>Source: comScore World Metrix</b>			
	<b>Nov.-06 (000)</b>	<b>Dec.-06 (000)</b>	<b>Percentage Change</b>
<b>Total FR Internet Audience, Age 15+</b>	<b>24,259</b>	<b>24,409</b>	<b>1%</b>
DROMADAIRE.COM	1,106	1,714	55%
CITYVOX.FR	1,144	1,549	35%
Shopzilla.com Sites	1,484	1,919	29%
METEOFRACTANCE.COM	1,840	2,216	20%
Karstadt-Quelle	1,712	2,045	19%
Apple Computer, Inc.	3,302	3,841	16%
La Poste	3,777	4,293	14%
Kingfisher	2,078	2,351	13%
Groupe Bestofmedia	4,003	4,528	13%
auFeminin	4,659	5,220	12%

\*Ranking based on the top 100 French properties in December 2006.

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

#### About comScore World Metrix

comScore World Metrix is 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 Europe

comScore Europe is an operating division of comScore Networks, Inc., the leader in digital media measurement. comScore Europe provides details of visitation, demographics and online buying power for Web site audiences across European, U.S. and global markets.

#### 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 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 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](http://www.comscore.com).

#### Contact:

Michael Rubin  
Analyst  
comScore Networks  
(312) 775-6538  
[press@comscore.com](mailto:press@comscore.com)