

comScore Media Metrix Ranks Top 50 U.S. Web Properties for May 2011

Mother's Day Prompts Millions to Browse for Flowers, Gifts and E-cards Summer Travel Planning Drives Gains at Car Rental Sites

RESTON, Va., June 20, 2011 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. web activity at the top online properties for May 2011 based on data from the [comScore Media Metrix](#) service. Mother's Day prompted sons and daughters nationwide to shop for bouquets and other gifts on Flowers/Gifts/Greetings sites, as well as send loving e-cards. As the summer months neared, Americans looked ahead to book travel plans at Car Rental sites.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

"In May, Americans were busy shopping for mom and sending greetings at Flowers, Gifts and E-card sites," said Jeff Hackett, executive vice president of comScore Media Metrix. "They also found time to research car rental options for summer vacation planning and browse Memorial Day sales at Home Furnishings and Consumer Electronics sites."

Flower Sites in Bloom for Mother's Day

Nearly 28 million people visited the Flowers/Gifts/Greetings category as Mother's Day approached, up 15 percent from the previous month. Gifts.com ranked #1 with 5.4 million visitors (up 9 percent), followed by AmericanGreetings Property with 5.0 million. Top gainers included ProFlowers.com with 4.6 million visitors (up 125 percent), 1-800-Flowers.com, Inc. with 2.7 million (up 88 percent) and FTD.com with 2.0 million (up 85 percent).

E-card sites also saw a boost from the holiday with 17.5 million people visiting the category, up 13 percent from the previous month. Evite.com commanded the top spot with 4.9 million visitors (up 32 percent), followed by MyFunCards.com with 3.0 million (up 15 percent), AG Interactive with 2.8 million and SomeCards.com with 2.0 million (up 8 percent). 123Greetings.com rounded out the top five with 1.8 million visitors, representing a 24-percent increase versus April.

Traffic Jams at Car Rental Sites

Car Rental sites ranked as the top-gaining category in May as Americans considered this option in their summer vacation planning. More than 6.3 million people visited the category during the month, up 16 percent overall, with Enterprise Rent-A-Car Company earning the top ranking with 3.4 million visitors (up 17 percent). Avis Budget Group attracted 2.2 million visitors (up 25 percent), followed by Hertz with 1.4 million visitors (up 22 percent), Dollar Thrifty Automotive Group, Inc. with 905,000 (up 21 percent) and CarRentals.com with 891,000 (up 24 percent).

Retail Sites Flourish from Memorial Day Sales

Several retail subcategories ranked among the top-gaining categories in May due to Memorial Day sales, including Home Furnishing sites, which grew 11 percent to more than 35 million visitors. Earning the #1 spot in the category was The Home Depot, Inc. with 10.40 million visitors (up 17 percent), inching out Lowes.com in second with 10.39 million (up 6 percent). Williams-Sonoma, Inc. drew 2.5 million visitors, followed by IKEA with 2.5 million (up 9 percent), CSN Stores, Inc. with 1.4 million (up 9 percent) and Menards, Inc. with 1.2 million (up 28 percent).

Consumer Electronics sites also posted a strong gain of 11-percent, reaching nearly 40 million visitors in May. BestBuy.com ranked first with 18.1 million visitors (up 31 percent), followed by Buy.com with 3.0 million (up 8 percent), eBay Electronics U.S. with 2.9 million, RadioShack Corporation with 2.8 million (up 18 percent) and Samsung Group with 2.1 million (up 2 percent).

Top 50 Properties

Yahoo! Sites ranked as the #1 property in May with 188.8 million visitors, followed by Google Sites with 180.0 million and Microsoft Sites with 179.8 million. Amazon Sites jumped 1 position to rank #7 with 94.9 million visitors, while NBC Universal jumped 9 positions to rank #33 with 31.4 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the May Ad Focus ranking with a reach of 92.3-percent of Americans online, followed by Yahoo! Sites

with an 87.3-percent reach. AOL Advertising captured the #3 spot with 85.3 percent reach, followed by Yahoo! Network Plus with 85.1 percent and ShareThis with 81.9 percent.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) May 2011 vs. April 2011 Total U.S. — Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			
	Apr-11	May-11	% Change	Rank by Unique Visitors
<i>Total Internet : Total Audience</i>	214,467	216,250	1	N/A
Dish Network Corporation	3,265	6,067	86	242
Blinkx	3,856	7,006	82	215
AVG Technologies	6,453	8,894	38	173
CSMonitor.com	5,313	6,967	31	217
Best Buy Sites	15,132	19,505	29	72
Tumblr.com	8,314	10,705	29	142
LivingSocial	8,763	11,144	27	140
Fareportal Media Group	5,895	7,476	27	199
Skype	9,351	11,578	24	134
ABCNews Digital	22,719	27,444	21	43

**Ranking based on the top 250 properties in May 2011. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.*

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) May 2011 vs. April 2011 Total U.S. — Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Apr-11	May-11	% Change
<i>Total Internet : Total Audience</i>	214,467	216,250	1
Travel — Car Rental	5,470	6,343	16
Retail — Flowers/Gifts/Greetings	24,284	27,953	15
Services — Coupons	38,435	43,942	14
Services — e-cards	15,555	17,526	13
Retail — Consumer Electronics	35,679	39,593	11
Retail — Home Furnishings	31,612	35,063	11
Retail — Food	12,660	13,975	10
Community — Religion/Spirituality	27,277	29,910	10
Services — Incentives	19,414	21,248	9
Travel — Online Travel Agents	35,013	38,214	9

Table 3

comScore Top 50 Properties (U.S.) May 2011 Total U.S. — Home, Work and University Locations Source: comScore Media Metrix					
Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	216,250			
1	Yahoo! Sites	188,763	26	ESPN	38,141
2	Google Sites	179,989	27	NetShelter Technology Media	37,836
3	Microsoft Sites	179,762	28	Tribune Interactive	36,367
4	Facebook.com	157,219	29	Wal-Mart	33,558
5	AOL, Inc.	114,901	30	LinkedIn.com	33,383
6	Turner Digital	102,549	31	Adobe Sites	32,617

7	Amazon Sites	94,923	32	AT&T Interactive Network	31,682
8	Glam Media	93,995	33	NBC Universal	31,384
9	Ask Network	92,026	34	Break Media Network	31,158
10	Viacom Digital	84,143	35	Yelp.com	30,105
11	CBS Interactive	79,048	36	WordPress	29,953
12	Wikimedia Foundation Sites	73,302	37	Fox News Digital	29,859
13	Apple Inc.	70,336	38	Netflix.com	29,543
14	eBay	67,241	39	Superpages.com Network	29,497
15	New York Times Digital	66,694	40	Disney Online	29,250
16	Demand Media	64,795	41	The Washington Post Company	29,086
17	VEVO	63,166	42	iVillage.com: The Womens Network	28,760
18	Fox Interactive Media	54,162	43	ABCNews Digital	27,444
19	Answers.com Sites	53,515	44	WeatherBug Property	27,411
20	craigslist, inc.	51,790	45	Scripps Networks Interactive Inc.	27,274
21	Comcast Corporation	51,323	46	Twitter.com	26,997
22	Gannett Sites	43,535	47	Everyday Health	26,263
23	Weather Channel, The	41,616	48	Discovery Digital Media Sites	26,223
24	Federated Media Publishing	41,083	49	WebMD Health	24,961
25	Technorati Media	38,404	50	Time Warner (Excl. Turner/WB)	24,610

Table 4

comScore Ad Focus Ranking (U.S.) May 2011 Total U.S. — Home, Work and University Locations Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	<i>216,250</i>	<i>100.0</i>				
1	Google Ad Network**	199,648	92.3	26	ContextWeb**	119,005	55.0
2	Yahoo! Sites	188,763	87.3	27	YouTube.com*	117,867	54.5
3	AOL Advertising**	184,357	85.3	28	AOL, Inc.	114,901	53.1
4	Yahoo! Network Plus**	184,094	85.1	29	CPX Interactive**	107,317	49.6
5	ShareThis	177,213	81.9	30	AdBlade Network**	101,871	47.1
6	Turn Media Platform**	176,023	81.4	31	Bing	98,643	45.6
7	Google	173,982	80.5	32	Kontera**	97,549	45.1
8	ValueClick Networks**	171,704	79.4	33	Undertone**	95,381	44.1
9	Specific Media (unified)**	170,883	79.0	34	Glam Media	93,995	43.5
10	24/7 Real Media Global Web Alliance**	167,019	77.2	35	Ask Network	92,026	42.6
11	AdBrite**	159,762	73.9	36	Meebo	83,492	38.6
12	Facebook.com	157,219	72.7	37	Windows Live	78,445	36.3
13	Collective Display**	156,224	72.2	38	Monster Career Ad Network (CAN)**	75,930	35.1
14	Tribal Fusion**	152,690	70.6	39	Lotame Solutions**	68,200	31.5
15	Vibrant Media**	145,303	67.2	40	Goodway Group**	67,876	31.4
16	Burst Media**	144,144	66.7	41	Brand.net Network**	65,228	30.2
17	AudienceScience**	142,975	66.1	42	Demand Media	64,795	30.0
18	Microsoft Media Network US**	142,159	65.7	43	Amazon.com	63,642	29.4
19	FOX Audience Network**	140,188	64.8	44	Technorati Media**	61,441	28.4
20	Traffic Marketplace**	139,861	64.7	45	MTV Networks Music	59,719	27.6
21	Cox Digital Solutions - Network**	138,764	64.2	46	RMM (formerly Red McCombs Media)**	58,136	26.9
22	Casale Media - MediaNet**	134,827	62.3	47	CNN	56,132	26.0

23	interclick**	134,056	62.0		48	Dedicated Media**	52,410	24.2
24	Adconion Media Group**	129,279	59.8		49	MediaWhiz**	50,792	23.5
25	MSN	127,524	59.0		50	Ybrant Global Network**	46,251	21.4

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in May. For instance, Yahoo! Sites was seen by 87.3 percent of the 216 million Internet users in May.

* 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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