

## comScore Releases Worldwide Rankings of Top Web Properties

LONDON, Jul 12, 2007 (PR Newswire Europe via COMTEX News Network) -- 772 Million People Online Worldwide in May

- Online Retail and E-Commerce Sites Boosted by Holiday Spending

comScore, a leader in measuring the digital world, today released a study of global Internet traffic for the month of May, revealing the latest worldwide rankings of top Web properties from the comScore World Metrix service. There were 772 million people online worldwide in May (defined as those individuals age 15 or older who accessed the Internet from a home or work location in the last 30 days), an increase from 766 million in April, representing a 16 percent penetration of the worldwide population of individuals age 15 or older.

Google continues to lead as the most popular property, reaching almost 70 percent of Internet users. Both Google and the second-leading property, Microsoft, increased their number of unique visitors by two percent from April to May. The top three properties each boasted more than 20 average visits per visitor in May: Google with 27, Microsoft with 23, and Yahoo! with 22.

### Top 10 Worldwide Online Properties

Ranked by Worldwide Unique Visitors

May 2007 vs. April 2007

Total Worldwide, Age 15+ - Home and Work Locations(i)

Source: comScore World Metrix

Property	Unique Visitors Apr.-07 (000)	Unique Visitors May-07 (000)	% Change	% Reach	Visits per Visitor
Total Internet :					
Total Audience	766,188	771,997	0.8	100.0	54.8
1 Google Sites	527,572	536,401	1.7	69.5	27.4
2 Microsoft Sites	520,238	528,078	1.5	68.4	23.0
3 Yahoo! Sites	467,642	469,826	0.5	60.9	21.5
4 Time Warner Network	266,890	266,609	-0.1	34.5	12.3
5 eBay	248,006	258,678	4.3	33.5	6.9
6 Wikipedia Sites	208,906	217,464	4.1	28.2	4.0
7 Fox Interactive Media	147,760	151,369	2.4	19.6	13.6
8 Amazon Sites	136,655	141,578	3.6	18.3	3.1
9 CNET Networks	119,865	121,423	1.3	15.7	2.7
10 Apple Inc.	115,262	120,982	5.0	15.7	1.4

(i) Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

The fastest growing property in the top 10 most-visited sites was Apple Inc., which saw total worldwide visitation grow by five percent. This increase precedes the recent US release of the Apple iPhone. eBay and Amazon -- ranked as the sixth and eighth largest Internet properties respectively -- both experienced gains of four percent from April to May.

Online retail sites also benefited from an upsurge in online shopping in May, brought about in large part by the occurrence of Mother's Day and the onset of the summer holiday season. Price-comparison group Ciao Sites was the fastest growing property, increasing by 31 percent to 29.6 million visitors, while Priceline.com Incorporated grew 15 percent to 23.1 million visitors. Online cataloging property Karstadt-Quelle grew its worldwide traffic by 15 percent.

Social networking site Facebook.com grew to become the largest of the Top 10 gaining properties in terms of monthly unique visitors. The site was the second fastest growing site in May, increasing total worldwide traffic by 22 percent. This growth is especially significant as the property garners at least five times more visits per visitor than any of the other top 10 fastest-growing sites.

Top 10 Gaining Properties by Percentage Change in Worldwide Unique

Visitors(i)  
 May 2007 vs. April 2007  
 Total Worldwide Visitors, Age 15+ - Home and Work Locations(ii)  
 Source: comScore World Metrix

Property	Unique Visitors Apr.-07 (000)	Unique Visitors May-07 (000)	% Change	% Reach	Visits per Visitor
Total Internet :					
Total Audience	766,188	771,997	0.8	100.0	54.8
1 Ciao Sites	22,571	29,560	31.0	3.8	1.7
2 FACEBOOK.COM	38,764	47,208	21.8	6.1	20.6
3 The Mozilla Organization	39,759	47,129	18.5	6.1	3.2
4 Priceline.com Incorporated	20,038	23,117	15.4	3.0	1.9
5 Karstadt-Quelle	24,699	28,427	15.1	3.7	2.9
6 Photobucket.com LLC	29,972	33,695	12.4	4.4	3.7
7 Deutsche Telekom	24,610	27,501	11.7	3.6	4.1
8 Metacafe	23,160	25,510	10.1	3.3	2.0
9 DAILYMOTION.COM	25,294	27,859	10.1	3.6	4.7
10 Verizon Communications Corporation	21,967	24,164	10.0	3.1	4.4

(i) Ranking based on the top 100 World-wide properties in May 2007.

(ii) Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

#### 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, Best Buy, The Newspaper Association of America, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

Web site: <http://www.comscore.com>

Bob Ivins of comScore, Inc., +44-(0)-207-099-1761, [bivins@comscore.com](mailto:bivins@comscore.com)

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