

## comScore Media Metrix Ranks Top 50 U.S. Web Properties for February 2009

### --Super Bowl Ad Propels 55 Percent Gain at Hulu in February --Valentine's Day, Tax Season and Travel Planning Influence Online Activity

RESTON, Va., March 20, 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 February 2009 based on data from the comScore Media Metrix service. February represented a softer month for total Web activity due to having fewer days, with only a handful of site categories achieving gains versus January. Among the gaining categories were Flowers/Gifts/Greetings and E-cards, which benefited from Valentine's Day, and travel and tax preparation sites, which also saw seasonal increases.

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

"Valentine's Day was a key driver of online activity in February as Americans bought gifts and sent e-cards to their loved ones," commented Jack Flanagan, executive vice president of comScore Media Metrix. "This month also saw a significant spike in activity to Hulu after it aired an ad during this year's Super Bowl, which both ignited the site's popularity and highlighted the growing mainstream appeal of online video."

#### Hulu Captures #2 Growing Property Spot

Hulu, the online video joint venture of NBC Universal and News Corp, surged 55 percent to 7.8 million unique visitors in February, driven in large part by its TV ad campaign starring Alec Baldwin. This considerable growth helped Hulu secure the #2 spot in this month's Top-Gaining Properties ranking. For figures on video viewing at Hulu, including videos viewed in its syndicated network of sites, please see the most recent comScore Video Metrix ranking: <http://www.comscore.com/press/release.asp?press=2741>

#### Traffic to Tax Sites Surges as Season Continues

February marked another strong month for the Tax category as increasing numbers of Americans took to filing their 2008 returns. The category grew 22 percent to more than 30 million visitors. Among the three largest tax providers, Intuit's TurboTax division lead in growth with 36 percent (compared to 21 percent for all Intuit Properties) followed by TaxACT with 32 percent and H&R Block with 20 percent.

#### Valentine's Day Drives Gains at Gift and E-Cards Sites

Valentine's Day marked an occasion for Americans to express their love and appreciation for friends, family members and significant others. Traffic to Retail - Flowers/Gifts/Greetings sites jumped 15 percent to 35.6 million visitors, led by AmericanGreetings Property with 13.1 million visitors. Triple-digit growth was experienced by several sites, including ProFlowers.com (up 427 percent to 4.7 million visitors) and FTD.com (up 260 percent to 3.5 million visitors).

E-Cards sites also experienced gains in February, growing 5 percent to 21.3 million visitors. AG Interactive, which includes AmericanGreetings.com and BlueMountain.com, led the category with 6 million visitors, followed by Evite.com with 5 million visitors, and 123Greetings.com with 3.2 million visitors.

#### Travel Sites Gain as Americans Hunt for Spring Travel Bargains

Travel sites experienced seasonal gains in February sparked by spring travel planning. The Online Travel Agents category grew 1 percent to 39.5 million visitors, led by Expedia, Inc. with nearly 23 million visitors. Orbitz Worldwide ranked second with nearly 14 million visitors, followed by Priceline.com Inc. with 9.7 million visitors.

Other travel categories that experienced increases included the Travel - Information category, led by TravelAdNetwork with 10.4 million visitors, and the Travel - Hotel/Resorts category, led by Hilton Hotels with 4.7 million visitors.

#### Top 50 Properties

Google Sites continued to lead as the most visited property in February with nearly 149 million visitors, followed by Yahoo! Sites with 144.3 million visitors and Microsoft Sites with 121.1 million visitors. The remaining properties in the top ten maintained

their positions from the January ranking.

## Top 50 Ad Focus Ranking

Platform-A led the February Ad Focus ranking, reaching 90 percent of the 192.2 million Americans online. Yahoo! Network ranked second, reaching 85 percent, while ValueClick Networks captured the third position with an 82-percent reach. Specific Media moved up one spot to #6 with a 74-percent reach, while Google climbed two spots to #7 reaching 73 percent of online visitors.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
February 2009 vs. January 2009  
Total U.S. - Home, Work and University Locations  
Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jan-09	Feb-09	% Change	
Total Internet : Total Audience	191,863	192,187	0	N/A
The Mozilla Organization	14,161	22,851	61	35
HULU.COM	5,022	7,796	55	127
Wells Fargo	11,724	18,121	55	53
IRS.GOV	14,663	22,068	51	39
TaxACT	5,883	7,771	32	130
Hallmark	3,827	4,863	27	222
News International	4,040	4,902	21	221
Intuit**	16,172	19,563	21	46
H&R Block**	6,073	7,269	20	143
Betawave Partners - Partial List	3,582	4,279	19	245

\*Ranking based on the top 250 properties in February 2009.

\*\*Intuit and H&R Block properties include non-tax related products and services such as Quicken, Quickbooks, and H&R Block Banking Services.

TABLE 2

comScore Top 10 Gaining Site Categories\* by Percentage Change in Unique Visitors (U.S.)  
February 2009 vs. January 2009  
Total U.S. - Home, Work and University Locations  
Source: comScore Media Metrix

	Total Unique Visitors (000)			% Change
	Jan-09	Feb-09	%	
Total Internet : Total Audience	191,863	192,187	0	
Business/Finances - Taxes	24,703	30,088	22	
Retail - Flowers/Gifts/Greetings	30,860	35,602	15	
Services - e-cards	20,338	21,318	5	
Real Estate	40,982	42,410	3	
Retail - Computer Software	37,545	38,797	3	
Auto - Manufacturer	19,938	20,274	2	
Travel - Online Travel Agents	38,973	39,540	1	

Travel - Information	40,753	41,119	1
Travel - Hotels/Resorts	29,976	30,094	0
Community - Gay/Lesbian	3,246	3,258	0

\*Beginning with January 2009 comScore Media Metrix data, each media entity in comScore's Client Focused Dictionary can only be classified into one content category and subcategory.

TABLE 3  
comScore Top 50 Properties (U.S.)  
February 2009  
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)
	Total Internet : Total Audience	192,187			
1	Google Sites	148,885	26	Target Corporation	26,961
2	Yahoo! Sites	144,304	27	Bank of America	26,148
3	Microsoft Sites	121,093	28	Time Warner - Excluding AOL	25,911
4	AOL LLC	105,016	29	Weatherbug Property	25,515
5	Fox Interactive Media	84,632	30	Answers.com Sites	24,997
6	Ask Network	71,343	31	Demand Media	24,574
7	eBay	67,474	32	United Online, Inc	23,860
8	Wikimedia Foundation Sites	60,892	33	Gorilla Nation	22,968
9	Amazon Sites	59,944	34	Expedia Inc	22,880
10	FACEBOOK.COM	57,375	35	The Mozilla Organization	22,851
11	Glam Media	51,121	36	Photobucket.com LLC	22,606
12	Apple Inc.	50,867	37	Gannett Sites	22,289
13	Turner Network	48,904	38	AT&T, Inc.	22,137
14	CBS Interactive	48,872	39	IRS.GOV	22,068
15	New York Times Digital	46,199	40	WordPress	22,015
16	Viacom Digital	44,346	41	JPMorgan Chase Property	20,800
17	craigslist, inc.	39,016	42	Real.com Network	20,407
18	Weather Channel, The	37,215	43	Shopzilla.com Sites	20,154
19	AT&T Interactive Network	35,324	44	CareerBuilder LLC	20,083
20	Adobe Sites	33,287	45	Everyday Health	19,942
21	Comcast Corporation	31,958	46	Intuit	19,563
22	Wal-Mart	29,415	47	Monster Worldwide	19,559
23	Superpages.com Network	28,956	48	iVillage.com: The Womens Network	19,433
24	Verizon Communications Corporation	27,979	49	WebMD Health	19,339
25	Disney Online	27,615	50	NBC Universal	19,091

TABLE 4  
 comScore Ad Focus Ranking (U.S.)  
 February 2009  
 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	192,187	100%
1	Platform-A**	172,618	90%
2	Yahoo! Network**	163,406	85%
3	ValueClick Networks**	157,753	82%
4	Google Ad Network**	156,481	81%
5	Yahoo! Sites	144,304	75%
6	Specific Media**	142,774	74%
7	Google	140,863	73%
8	Traffic Marketplace**	139,372	73%
9	Tribal Fusion**	137,876	72%
10	24/7 Real Media**	137,409	71%
11	Tremor Media - Potential Reach	132,219	69%
12	Casale Media - MediaNet**	131,982	69%
13	interCLICK**	125,403	65%
14	Adconion Media Group**	124,792	65%
15	Microsoft Media Network US**	123,363	64%
16	CPX Interactive**	122,323	64%
17	Turn, Inc**	121,483	63%
18	ADSDAQ by ContextWeb**	116,489	61%
19	Collective Network**	113,284	59%
20	Burst Media**	108,692	57%
21	Revenue Science**	108,259	56%
22	MSN-Windows Live	107,495	56%
23	Digital Broadcasting Group (DBG) - Potential Reach	106,408	55%
24	AOL Media Network	105,016	55%
25	BrightRoll Video Network - Potential Reach	94,218	49%
26	AdBrite**	82,008	43%
27	YOUTUBE.COM	81,306	42%
28	Vibrant Media**	75,291	39%
29	Undertone Networks**	75,143	39%
30	YuMe Video Network - Potential Reach	74,858	39%
31	Monster Career Ad Network (CAN)**	74,515	39%
32	Centro - Potential Reach	73,307	38%
33	NNN Total Newspapers: U.S.	71,664	37%
34	Ask Network	71,343	37%
35	TattoMedia**	71,262	37%
36	MYSFACE.COM*	70,297	37%
37	Pulse 360**	68,035	35%
38	Kontera**	64,108	33%
39	Gorilla Nation Media -		

	Potential Reach	63,647	33%
40	ITN Digital Networks - Potential Reach	61,336	32%
41	Adify**	58,714	31%
42	IAC Ad Solutions	58,425	30%
43	FACEBOOK.COM	57,375	30%
44	EBAY.COM	53,239	28%
45	MSN.COM Home Page	53,023	28%
46	Glam Media	51,121	27%
47	AMAZON.COM	50,067	26%
48	NNN Top 25	49,112	26%
49	Business.com Network	47,501	25%
50	Snap Shots Network**	46,101	24%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. For instance, Yahoo! Sites was seen by 75 percent of the 192 million Internet users in February.

\* 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

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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