

## comScore Releases Top Japan Web Site Rankings for December, 2007

### Holiday Greetings Drive Strong Gains for E-card Sites And National Interest Stories Prompt Growth for News Sites

TOKYO, Jan 28, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its December rankings of the largest and fastest-growing Internet properties and site categories in Japan, based on data from the comScore World Metrix audience measurement service.

"The holiday season is a true testament to the relationship between online and offline activity," said Maru Sato, Managing Director of comScore Japan. "People went online not only to shop and search for gifts, but to plan their holiday activities including Forget-Year parties and checking schedules for year-end television specials."

#### Top Gaining Site Categories for December

With the holidays and the celebration of the New Year, visits to e-card sites jumped 171 percent to 5.5 million visitors, making it the top-gaining category for the month. Retail site categories also experienced strong growth, including the Jewelry/Luxury Goods/Accessories category (up 34 percent to 1.6 million visitors) and toys (up 25 percent to 2.1 million visitors) as people searched for holiday gifts.

Teen sites also experienced a surge in traffic in December, up 57 percent to 2.4 million visitors for the month, due in large part to increased activity at [Disney.co.jp](http://Disney.co.jp).

Top Gaining Site Categories by Number of Unique Japanese Visitors Age 15+  
December 2007 vs. November 2007  
Total Japan - Home and Work Locations\*  
Source: comScore World Metrix

	Total Unique Visitors (000)		
	Nov-2007	Dec-2007	% Change
Total Internet : Total Audience	54,153	54,348	0
e-cards	2,028	5,505	171
Teens	1,544	2,427	57
Pharmacy	295	419	42
Jewelry/Luxury Goods/Accessories	1,168	1,562	34
Toys	1,665	2,089	25

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

#### Top Gaining Properties for December

In December, news sites attracted increased visitation, with both the government's anticipated pension plan and Prime Minister Fukuda's official visit to China creating increased interest in national affairs. Mainichi.jp gained 50 percent to 5.8 million visitors, making it the top-gaining property for the month, while Jiji.com increased 29 percent to 2.7 million visitors.

The holiday season prompted growth to several Web properties in December. Both Disney Online (up 39 percent to 2.7 million visitors) and Nintendo Co. (up 17 percent to 3.4 million) gained as shoppers searched for holiday gifts. The New Year's holiday sparked growth to JapanPost.jp, as people sent greeting cards for the occasion, and to restaurant navigation site HotPepper.jp as visitors planned Christmas and Forget-Year parties. TV sites also gained with the airing of year-end television specials, leading to 28-percent increases for [NTV.co.jp](http://NTV.co.jp) and [NHK.or.jp](http://NHK.or.jp).

December 2007 vs. November 2007  
 Total Japan - Home and Work  
 Locations\*\*  
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	Nov-2007	Dec-2007	% Change
Total Internet : Total Audience	54,153	54,348	0
MAINICHI.JP	3,860	5,784	50
Disney Online	1,942	2,701	39
JAPANPOST.JP	4,481	6,047	35
JIJI.COM	2,123	2,741	29
<a href="#">NTV.CO.JP</a>	3,060	3,932	28
<a href="#">NHK.OR.JP</a>	3,923	5,015	28
ATWIKI.JP	2,949	3,653	24
NIKKANSPORTS.COM	3,423	4,162	22
HOTPEPPER.JP	3,666	4,341	18
Nintendo Co.	2,907	3,392	17

\* Ranking based on the top 100 Japanese properties in December 2007.

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

### Top 25 Properties for December

Yahoo! Sites continued to lead the market in Japan with more than 42 million visitors in December. Google Sites captured the second position with 32 million visitors, followed by Microsoft Sites with 30 million visitors. The top 25 properties held relatively constant in their positions from November 2007, with small position gains experienced by Sakura Internet, Mixi, Inc., and Seesaa.net.

Top 25 Properties by Number of Japanese Unique Visitors Age 15+\*  
 December 2007 vs. November 2007  
 Total Japan - Home and Work Locations\*\*  
 Source: comScore World Metrix

December 2007 Rank	November 2007 Rank	Property	Total Unique Visitors (000) Dec-07
N/A	N/A	Total Internet: Total Audience	54,348
1	1	Yahoo! Sites	42,140
2	2	Google Sites	32,302
3	3	Microsoft Sites	29,793
4	4	Rakuten Inc	29,006
5	5	NTT Group	26,367
6	6	FC2 inc.	25,834
7	7	Nifty Corporation	22,027
8	8	Livedoor	21,439
9	9	Wikipedia Sites	20,962
10	10	GMO Internet Group	19,323
11	11	Amazon Sites	18,211
12	13	Sakura Internet	16,571
13	12	NEC Corporation	15,846
14	14	Sony Online	15,489
15	15	Apple Inc.	15,050
16	16	Excite Japan	13,520
17	17	AMEBLO.JP	12,645
18	19	MIXI, Inc.	12,414
19	18	<a href="#">HATENA.NE.JP</a>	12,217
20	21	SEESAA.NET	12,031

21	20	<a href="#">DION.NE.JP</a>	11,461
22	22	JWORD.JP	10,870
23	23	<a href="#">IIJ4U.OR.JP</a>	10,528
24	24	TRACKWORD.NET	10,444
25	25	NICOVIDEO.JP	9,686

\* Ranking based on the top 100 Japanese properties in December 2007.

\*\* 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 800 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>

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