

comScore Media Metrix Ranks Top 50 U.S. Web Properties for August 2008

Politics and Olympics Drive Web Traffic during the Month Visitors Increase to Education and Retail Sites as Students go Back to School

RESTON, Va., Sept 16, 2008 /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 August 2008 based on data from the comScore Media Metrix service. The Olympics and the U.S. Presidential campaign were the main drivers of Internet activity during the month, resulting in strong gains at politics, sports, news and humor sites. The start of another academic year resulted in growth at education and retail - consumer goods sites.

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

"The Olympics dominated the headlines in August, and Americans' Internet activity reflected their keen interest in their country's performance at the games," commented Jack Flanagan, executive vice president of comScore Media Metrix. "With the time difference between Beijing and the U.S. creating a substantial lag between many of the live events and their subsequent national broadcast, the Internet was especially critical in keeping Americans current with the latest event results and medal counts."

Political Party Conventions and Campaign Activity Drive Traffic to Political Sites

As the Democratic National Convention closed out the month of August with the Republican National Convention following on its heels, the politics category surged 33 percent to 14 million visitors as many Americans directed their attention to this historic Presidential contest. The category, which was the fastest growing for the month, was led by BarackObama.com with nearly 4 million visitors (up 113 percent from July), while JohnMcCain.com climbed 108 percent to 1.4 million visitors.

The entertainment - humor category also witnessed strong gains this month, growing 12 percent to 16.5 million visitors, in part due to the success of a viral comedy video relating to the presidential race. Comedic video site FunnyOrDie.com jumped 256 percent to 2.4 million visitors as people flocked to the site to view Paris Hilton's video response to John McCain's 'Celebrity' ad, which featured Hilton as a way of deriding Senator Obama's celebrity status.

Olympics Drives Surge at Sports and News Sites

The Olympics was a significant driver of Internet activity during the month of August, with official Olympic site Beijing2008.cn capturing the top spot among the fastest-gaining properties during the month. The site realized a twelfold increase in August with 5.8 million visitors.

The Olympics generated the most substantial gains in the sports and news categories. Sports grew 26 percent to more than 93 million visitors in August, led by Yahoo! Sports with 38.5 million visitors (up 76 percent), NBC Sports with 23.8 million visitors (up 740 percent) and ESPN with 22 million visitors (up 23 percent). The category also benefitted from pre-season interest in the 2008 NFL season.

Meanwhile, general news sites grew 10 percent to 105 million visitors. MSNBC led the category with 44.5 million visitors (up 53 percent), with much of the site's increase due to the flood of visitors to NBCOlympics.com site. Yahoo! News, ranking second in the category, grew 15 percent to 44.3 million visitors, while CNN ranked third with more than 32 million visitors (up 12 percent).

Back to School Season Prompts Growth to Education and Consumer Goods Sites

August marked the beginning of another school year for many students, resulting in gains to education and retail - consumer goods sites. Education sites grew 9 percent to 96 million visitors, with each of the five most-visited sites in the category experiencing double-digit growth during the month. The category was led by Dictionary.com with 10.9 million visitors (up 24 percent), followed by Pearson Education with 9.9 million visitors (up 30 percent) and Answers.com with 8.4 million visitors (up 26 percent).

The retail - consumer goods category grew 9 percent to 24.6 million visitors, propelled by large increases at several office supplies sites. Category-leader Staples.com Sites jumped 22 percent to nearly 8 million visitors, while Office Depot increased 10 percent to 5.3 million visitors and OfficeMax increased 39 percent to 2.6 million visitors.

Top 50 Properties

Google Sites maintained its #1 position in the Top Properties ranking, reaching 144.7 million Americans in August, while Yahoo! Sites ranked second with 141.5 million visitors and Microsoft Sites ranked third with 123.5 million visitors. Target Corporation and Bank of America both climbed three spots this month with Target rising to #22 with 30.5 million visitors and Bank of America reaching #30 with 25.6 million visitors. The beginning of football season helped propel ESPN seven positions to #36 with more than 22 million visitors. Answers.com Sites (#45), WorldNow -- ABC Owned Sites (#47) and NBC Universal (#50) each entered the rankings this month.

Top 50 Ad Focus Ranking

Platform-A, which includes Advertising.com, Quigo and other ad networks, led the Ad Focus ranking in August, reaching 90 percent of the nearly 189 million Americans online. Google Ad Network moved up one spot in the ranking, capturing the second position with a reach of 156.4 million visitors. Yahoo! Network claimed the third spot reaching 156.2 million visitors in August.

TABLE 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)

August 2008 vs. July 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Jul-08	Aug-08	% Change	
Total Internet :				
Total Audience	189,134	188,937	0	N/A
BEIJING2008.CN	459	5,832	1,171	193
Activision Blizzard	1,174	4,566	289	249
NFL Internet Group	7,482	13,902	86	69
HotChalk Network	3,622	6,239	72	176
Kohls Corporation	7,568	13,016	72	75
Cablevision	4,134	5,924	43	188
Mevio Network	3,890	5,547	43	201
Symantec	5,298	7,531	42	139
Sun-Times Media Group, Inc.	3,503	4,675	33	242
Buzznet	6,772	8,991	33	113

*Ranking based on the top 250 properties in August 2008

TABLE 2

comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)

August 2008 vs. July 2008

Total U.S. - Home, Work and University Locations

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jul-08	Aug-08	% Change
Total Internet : Total Audience	189,134	188,937	0
Politics	10,576	14,040	33
Sports	74,109	93,307	26
Humor	23,542	26,464	12
Online Gambling	12,648	14,215	12
Retail - Music	17,890	20,061	12
Online Gaming	74,165	82,279	11
General News	95,321	104,969	10
Consumer Goods	22,455	24,577	9
Education	88,171	96,017	9
Gay/Lesbian	2,526	2,748	9

TABLE3

comScore Top 50 Properties (U.S.)

August 2008

Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)
	Total Internet:	
	Total Audience	188,937
1	Google Sites	144,738
2	Yahoo! Sites	141,549
3	Microsoft Sites	123,466
4	AOL LLC	110,623
5	Fox Interactive Media	89,236
6	eBay	71,495
7	Ask Network	58,482
8	Amazon Sites	57,942
9	Wikimedia Foundation Sites	55,423
10	CBS Corporation	49,229
11	Apple Inc.	47,578
12	Turner Network	46,787
13	Viacom Digital	44,836
14	Glam Media	44,377
15	New York Times Digital	43,367
16	FACEBOOK.COM	40,959
17	Weather Channel, The	36,613
18	craigslist, inc.	35,516
19	Time Warner - Excluding AOL	32,517
20	Disney Online	32,334
21	Wal-Mart	31,958
22	Target Corporation	30,533
23	Adobe Sites	30,172
24	Comcast Corporation	29,725
25	AT&T, Inc.	28,588
Rank	Property	Unique Visitors(000)
26	Verizon Communications Corporation	28,496
27	Yellowpages.com Network	28,384
28	Superpages.com Network	27,965
29	Gorilla Nation	27,940
30	Bank of America	25,551
31	Photobucket.com LLC	25,003
32	Expedia Inc	23,926
33	United Online, Inc	23,920
34	Monster Worldwide	22,313
35	Real.com Network	22,262
36	ESPN	22,199
37	Demand Media	21,727
38	Gannett Sites	21,484
39	WordPress	21,419
40	Shopzilla.com Sites	21,320
41	CareerBuilder LLC	20,803
42	Weatherbug Property	20,767
43	iVillage.com: The Womens Network	19,756
44	WhitePages	18,841
45	Answers.com Sites	18,700
46	Hearst Corporation	18,116
47	WorldNow - ABC Owned Sites	18,104

48	WebMD Health	17,740
49	Cox Enterprises Inc.	16,999
50	NBC Universal	16,811

TABLE 4
comScore Ad Focus Ranking (U.S.)
August 2008
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	188,937	100%
1	Platform-A***	170,728	90%
2	Google Ad Network**	156,415	83%
3	Yahoo! Network**	156,212	83%
4	Specific Media**	152,501	81%
5	ValueClick Networks**	150,813	80%
6	Tribal Fusion**	142,840	76%
7	Yahoo!	139,807	74%
8	Google	136,484	72%
9	YuMe Video Network -		
	Potential Reach++	129,871	69%
10	Casale Media - MediaNet**	129,195	68%
11	Traffic Marketplace**	128,893	68%
12	Tremor Media - Potential Reach++	126,314	67%
13	Adconion Media Group**	124,532	66%
14	24/7 Real Media**	123,808	66%
15	interCLICK**	122,478	65%
16	Revenue Science**	121,893	65%
17	DRIVEpm**	117,188	62%
18	CPX Interactive**	115,710	61%
19	MSN-Windows Live	111,258	59%
20	AOL Media Network	110,623	59%
21	ADSDAQ by ContextWeb**	108,574	57%
22	Collective Media**	107,943	57%
23	Burst Media**	96,648	51%
24	Turn, Inc**	94,042	50%
25	Centro - Potential Reach++	81,836	43%

Rank	Property	Unique Visitors (000)	Reach %
26	Undertone Networks**	81,639	43%
27	AdBrite**	81,310	43%
28	MYSFACE.COM*	75,491	40%
29	YOUTUBE.COM	75,425	40%
30	Vibrant Media**	74,792	40%
31	NNN Total Newspapers: U.S.	72,202	38%
32	Gorilla Nation Media -		
	Potential Reach++	66,124	35%
33	Ybrant - Oridian - ADdynamix		
	Network**	61,066	32%
34	MSN.COM Home Page	58,727	31%
35	Ask Network	58,482	31%
36	EBAY.COM	58,303	31%
37	Pulse 360**	57,646	31%
38	Kontera**	55,288	29%
39	IAC Ad Solutions - Potential		
	Reach++	53,677	28%
40	Intergit - Potential Reach	52,461	28%

41	National Broadband Network - Potential Reach++	52,236	28%
42	IB Local Network	51,148	27%
43	NNN Top 25	49,070	26%
44	MapQuest	47,276	25%
45	AMAZON.COM	46,830	25%
46	AdOn Network**	45,740	24%
47	TattoMedia**	44,278	23%
48	QuadrantONE - Potential Reach++	43,599	23%
49	EBAY.COM Home Page	41,831	22%
50	FACEBOOK.COM	40,959	22%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in August. For instance, Yahoo! was seen by 74 percent of the 189 million Internet users in August.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

+ The Platform A ad network is an aggregation of ad servers used by the following individual advertising network entities: Advertising.com, Tacoda, AOL, Quigo and Userplane.

++ Entities followed with a "Potential Reach" notation are custom entities representing the number of unduplicated visitors to sites with which the specified ad network has contracted to deliver advertising. Unlike entities marked as advertising networks (**), those denoted with "Potential Reach" do not represent the total number of visitors actually reached by ads via the ad 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 <http://www.comscore.com/boilerplate>

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