

## Retail Holiday E-Commerce Spending Reaches \$14 Billion, Up 17 Percent Versus Last Year

### Video Games & Consoles Posts Strong November Online Sales, Up 145 Percent

RESTON, Va., Dec 05, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an update of holiday season e-commerce spending covering the first 32 days (November 1 - December 2) of the November - December 2007 holiday season. More than \$14 billion has been spent online during the season-to-date, marking a 17-percent gain versus the corresponding days last year. The heaviest online spending day of the season thus far was Cyber Monday (November 26) with \$733 million in sales.

2007 Holiday Season To Date vs. Corresponding Days\* in 2006  
 Non-Travel (Retail) Spending  
 Excludes Auctions and Large Corporate Purchases  
 Total U.S. -- Home/Work/University Locations  
 Source: comScore, Inc.

		Billions (\$)		
		2006	2007	Pct Change
Holiday Season to Date				
17%	November 1 - December 2		\$12.08	\$14.15
	Week Ending December 2	\$3.55	\$4.14	17%
	Thanksgiving Day (November 22)	\$0.21	\$0.27	29%
	"Black Friday" (November 23)	\$0.43	\$0.53	22%
	"Cyber Monday" (November 26)	\$0.61	\$0.73	21%

\* Corresponding Shopping Days, Not Calendar Days

"This most recent week started strong as consumers spent \$733 million on Cyber Monday, which was followed by three consecutive days where spending surpassed \$700 million," said comScore Chairman Gian Fulgoni. "However, strong sales subsided towards the end of the week, eventually resulting in a 17-percent gain versus the corresponding time period last year -- in line with the growth rates we've experienced for the season-to-date."

### Video Games & Consoles Still Surging Since Last Year

Video games, consoles & accessories continues to be the hottest online retail category, rising 145 percent in November versus the corresponding days last year, while furniture, appliances & equipment (up 45 percent) and sport & fitness (up 30 percent) are also performing well. Three of the most popular holiday season categories, toys, consumer electronics, and books & magazines, are each growing at 17 percent, coinciding with total online retail spending growth.

Fastest Growing Retail E-Commerce Categories by Dollar Sales  
 Non-Travel (Retail) Spending  
 Excludes Auctions and Large Corporate Purchases  
 November 1-30 vs. Corresponding Days in 2006  
 Total U.S. -- Home/Work/University Locations  
 Source: comScore, Inc.

Retail Category	Percent Change in Category Spending (\$)
Video Games, Consoles & Accessories	145%

Furniture, Appliances & Equipment	45%
Sport & Fitness	30%
Toys	17%
Consumer Electronics	17%
Books & Magazines	17%
Apparel & Accessories	16%
Computer Hardware	15%
Music, Movies & Videos	14%
Home & Garden	14%

(Photo: <http://www.newscom.com/cgi-bin/prnh/20071205/AQW144>)

Please contact [press@comscore.com](mailto:press@comscore.com) to receive the data behind the above for use in graphical representation.

comScore 2007 Retail E-Commerce Forecast

Online Non-Travel (Retail) Holiday Consumer Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. -- Home/Work/University Locations

Source: comScore, Inc.

	Billions (\$)		Pct
	2006	2007	Change
January - October	\$77.5	\$93.6	21%
Holiday Season (Nov-Dec)	\$24.6	\$29.5*	20%*

\*comScore forecast

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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