

Green Monday Surges 15 Percent to \$1.6 Billion in Desktop Sales to Rank as 3rd Heaviest Day of the Holiday Season-to-Date

Five \$1 Billion Dollar Online Shopping Days Highlight Strong Cyber Week, with Similar Results Expected for Current Week

Online Sales Since Thanksgiving Up a Very Strong 18-Percent Y/Y vs. 13 Percent Prior to the Holiday

RESTON, Va., Dec. 10, 2014 /PRNewswire/ -- comScore (NASDAQ : SCOR), a leader in measuring the digital world, today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 38 days of the November-December 2014 holiday season. For the holiday season-to-date, \$35.4 billion has been spent online, marking a 15-percent increase versus the corresponding days last year. Green Monday (Dec. 8) reached \$1.6 billion in desktop online spending, up 15 percent versus year ago, representing the third heaviest online spending day of the holiday season-to-date after Cyber Monday and Tuesday, December 2.



Cyber Week, the week beginning with Cyber Monday, posted strong growth online, raking in \$9.1 billion in desktop spending for an increase of 14 percent compared to the same week last year. This marked the second time ever, and the first time this season, that boasted the accomplishment of having five billion dollar days during the work week, totaling \$7.3 billion during that period. Also noteworthy is that sales growth has picked up drastically since Thanksgiving, with online spending on desktop up a very strong 18-percent year-over-year, compared to an increase of 13 percent for the period of November that preceded Thanksgiving.

2014 Holiday Season To Date vs. Corresponding Days* in 2013 Non-Travel (Retail) E-Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers Source: comScore, Inc.			
	Millions (\$)		
	2013	2014	Percent Change
Nov. 1-Dec. 8 (vs. Nov. 2-Dec. 9, 2013)	\$30,768	\$35,449	15%
Pre-Thanksgiving (Nov. 1-26 vs. Nov. 2-27, 2013)	\$17,831	\$20,181	13%
Thanksgiving thru Green Monday	\$12,937	\$15,268	18%
Thanksgiving Day (Nov. 27)	\$766	\$1,009	32%
Black Friday (Nov. 28)	\$1,198	\$1,505	26%
Holiday Weekend (Nov. 29-30)	\$1,594	\$2,012	26%
Cyber Monday (Dec. 1)	\$1,735	\$2,038	17%
Thanksgiving thru Cyber Monday	\$5,293	\$6,564	24%
Cyber Week (Dec. 1-7)	\$7,978	\$9,126	14%
Cyber Week Mon-Fri (Dec. 1-5)	\$6,315	\$7,287	15%
Cyber Weekend (Dec. 6-7)	\$1,663	\$1,840	11%
Green Monday (Dec. 8)	\$1,401	\$1,615	15%

*Corresponding days based on corresponding shopping days (November 2 thru December 9, 2013)

"Online holiday commerce continues to perform very well through Green Monday with nine days surpassing \$1 billion in desktop spending and a 15-percent growth rate versus last year, one point ahead of our forecasted growth rate for the entire season," said comScore chairman emeritus Gian Fulgoni. "Though much has been made in the media of the possibility that early retailer promotions might have pulled spending away from the key shopping days such as Black Friday and Cyber Monday, our data show that this did not occur. In fact spending growth prior to Thanksgiving stood at 13 percent, while we've seen it climb to 18 percent during the period of Thanksgiving through Green Monday, with the key spending days all seeing above average growth rates."

Mobile Accounts for More than 20 Percent of Online Buying on Key Shopping Days

Recently compiled comScore data also reveals that mobile commerce has been an important component of total digital commerce on the key shopping days. Mobile buying using smartphones and tablets accounted for \$361 million of spending on

Thanksgiving (26 percent of total digital commerce), \$436 million on Black Friday (22 percent) and \$548 million on Cyber Monday (21 percent).

**Key Shopping Days in 2014 Holiday Season: Desktop vs. Mobile Spending
Non-Travel (Retail) Total Digital Commerce Spending
Excludes Auctions and Large Corporate Purchases
Total U.S. - Home & Work Desktop Computers, Smartphones, Tablets
Source: comScore E-Commerce and M-Commerce Measurement**

Day	Spending (\$ Millions)			Mobile as % of Total Digital
	Total Digital	Desktop	Mobile	
Thanksgiving (Nov. 27)	\$1,370	\$1,009	\$361	26%
Black Friday (Nov. 28)	\$1,941	\$1,505	\$436	22%
Cyber Monday (Dec. 1)	\$2,585	\$2,037	\$548	21%

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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