

comScore Issues First Report on Top Web Sites in Germany

Google is the top site, reaching 71% of the online audience

London, UK, May 28, 2007 – comScore, a global leader in measuring the digital world, today published the first comScore World Metrix report for Germany, detailing internet usage in the country during April 2007. The study revealed that 32.6 million Germans went online during the month of April, the largest presence of any European country online. Other key findings include:

- Google Sites was the most-visited property in Germany, attracting 23 million German visitors, followed by Microsoft Sites with 17.7 million visitors and eBay with 17.4 million visitors.
- Web-hosting property United-Internet, telecommunications property T-online, and multi-channel retail specialists Otto Gruppe and Karstadt-Quelle all featured in the Top 10 most-visited sites in April.
- Otto Gruppe also proved to be the fastest-growing property in April, up 23 percent to 11.1 million visitors, a healthy rebound that followed a lull in traffic to its flagship site otto.de in March.
- Social networking property StudiVZ (aimed at university students across Europe) and software download site Softonic.de rounded out the top 3 gainers, up 14 and 11 percent, respectively.
- Weather property Wetteronline and online video site Clipfish.de also posted gains of more than 10 percent, garnering 1.7 and 3.9 million German visitors, respectively.

Top 10 Online Properties

Ranked by German Unique Visitors, Age 15+

April 2007

Total Germany – Home and Work Locations*

Source: comScore World Metrix

	Mar.-07 (000)	Apr.-07 (000)	Percentage Change
<i>Total German Internet Audience, Age 15+</i>	32,366	32,578	1%
Google Sites	22,968	23,012	0%
Microsoft Sites	18,139	17,740	-2%
eBay	17,883	17,435	-3%
United-Internet Sites	16,369	16,225	-1%
Time Warner Network	14,599	14,604	0%
Wikipedia Sites	13,212	12,583	-5%
T-Online Sites	12,976	12,116	-7%
Yahoo! Sites	11,794	11,196	-5%
Otto Gruppe	9,059	11,148	23%
Karstadt-Quelle	10,658	10,055	-6%

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

Top 10 Gaining Properties

Ranked by Percentage Change in German Unique Visitors, Age 15+ *

March 2007 vs. April 2007 Total Germany – Home and Work Locations**

Source: comScore World Metrix

	Mar.-07 (000)	Apr.-07 (000)	Percentage Change
--	------------------	------------------	----------------------

<i>Total German Internet Audience, Age 15+</i>	32,366	32,578	1%
Otto Gruppe	9,059	11,148	23%
StudiVZ Sites	2,118	2,406	14%
SOFTONIC.DE	2,379	2,639	11%
WetterOnline GmbH	1,508	1,667	11%
CLIPFISH.DE	3,568	3,918	10%
Mair Gruppe	1,765	1,929	9%
RapidShare AG	2,483	2,692	8%
IMAGESHACK.US	2,144	2,228	4%
DL.AM	2,461	2,543	3%
Viacom Digital	3,854	3,968	3%

**Ranking based on the top 100 German properties in April 2007.*

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

About comScore

comScore 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 behaviour, including online and offline purchasing. comScore panellists 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 behaviour 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. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman
comScore Networks
(312) 775-6510
press@comscore.com