

comScore Reports Top U.K. Sites for June

LONDON, Jul 31, 2007 (PR Newswire Europe via COMTEX News Network) --

Google Continues to Lead Ranking of Top Sites

- Mozilla Organization is Fastest Growing Site Due to Uptake of and Updates to Firefox Browser

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released its report on the U.K.'s top Internet properties and top gaining properties for June, based on data collected through the comScore World Metrix audience measurement service.

comScore found the total U.K. online population to be higher than ever in June -- some 31.7 million unique visitors, representing 63 percent of the total U.K. population age 15 and older. The average user of the Internet in the U.K. spent almost 35 hours online during the month.

Google remained the most visited property in the U.K. with 27.7 million unique visitors in June, reaching 88 percent of the total U.K. online population, down slightly from May. Microsoft and eBay remained the second and third most visited properties in the U.K., with 26.8 million and 22.1 million unique visitors respectively.

Commented Bob Ivins, EVP of International Markets at comScore: "With Google and Microsoft each reaching more than 85 percent of the U.K. online audience, it's fair to say that they have established a large online footprint. However, their leadership position in the U.K. is not without competition, as sites are emerging all the time -- Facebook being the prime current example -- helping ensure that the larger players are kept on their toes and are spurred to continue to innovate."

Almost all of the top twenty most visited properties incurred only modest changes in visitation levels from the previous month, although there were significant gains for Adobe and bebo.com. The fastest growing property in the top twenty was Adobe Sites, whose traffic swelled 11 percent as a result of the release of an Acrobat Reader update. Social networking site bebo.com was the second biggest growing property in the top twenty, with its traffic increasing by 7 percent.

Top 20 U.K. Online Properties

Ranked by U.K. Unique Visitors (000)

June 2007

Total U.K., Age 15+ -- Home and Work Locations(i)

Source: comScore World Metrix

	May-07 (000)	Jun-07 (000)	Percentage Change	Percentage Reach
Total U.K. Internet Audience, Age 15+	31,514	31,669	0 %	100 %
Google Sites	27,957	27,718	-1 %	88 %
Microsoft Sites	27,381	26,760	-2 %	85 %
eBay	22,215	22,052	-1 %	70 %
Yahoo! Sites	20,599	20,706	1 %	65 %
BBC Sites	19,253	18,865	-2 %	60 %
Ask Network	14,536	14,135	-3 %	45 %
Time Warner Network	14,143	13,857	-2 %	44 %
Fox Interactive Media	12,823	13,200	3 %	42 %
Amazon Sites	12,362	12,542	1 %	40 %
Wikipedia Sites	12,212	12,213	0 %	39 %
Lycos Europe Sites	10,914	10,505	-4 %	33 %
DMGT	10,370	10,427	1 %	33 %
Apple Inc.	10,086	10,171	1 %	32 %
BEBO.COM	9,383	10,071	7 %	32 %
CNET Networks	9,117	8,844	-3 %	28 %
Adobe Sites	6,821	7,558	11 %	24 %

Home Retail Group	7,265	7,223	-1 %	23 %
British Sky Broadcasting (BSkyB)	7,786	6,895	-11 %	22 %
France Telecom	6,490	6,857	6 %	22 %
Gorilla Nation	7,018	6,796	-3 %	21 %

(i) Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

The fastest growing property in June was The Mozilla Organization -- driven by the continued uptake of and updates to the Firefox Web browser -- with 41 percent more unique visitors than in May. Sustained interest in the television show Big Brother buoyed Channel 4's online audience, as it was the second highest gainer, increasing 39 percent to 6.1 million unique visitors.

Rounding out the top three gainers was social networking site Facebook.com, as it continues its unchecked rise in popularity -- growing a further 25 percent in June. Facebook.com is currently the 28th most popular property in the country, however if its growth continues in a similar vein to what it has been over the last 6 months, then it may enter the top twenty most visited properties in July.

Other notable gainers during June included The Weather Channel (up 12 percent) and travel sites TUI Group, First Choice Holidays PLC, British Airways and Lastminute.com (up 9, 8, 7 and 7 percent respectively); all enjoying gains as the dour British summer continued, and people's thoughts turned to the impending holiday season.

Top 20 U.K. Gaining Properties

Ranked by Percentage Change in U.K. Unique

Visitors(i)

June vs. May 2007

Total U.K. Visitors, Age 15+ -- Home and Work

Locations(ii)

Source: comScore World Metrix

	May-07 (000)	Jun.-07 (000)	Percentage Change
Total U.K. Internet Audience, Age 15+	31,514	31,669	0 %
The Mozilla Organization	2,139	3,022	41 %
Channel4	4,417	6,130	39 %
FACEBOOK.COM	4,810	6,012	25 %
Karstadt-Quelle	4,395	5,117	16 %
Fish4 Sites	2,233	2,568	15 %
Happygroup	4,038	4,611	14 %
Weather Channel, The	2,395	2,693	12 %
Adobe Sites	6,821	7,558	11 %
TUI Group	4,280	4,675	9 %
Vodafone Group	2,397	2,599	8 %
First Choice Holidays PLC	2,794	3,016	8 %
BEBO.COM	9,383	10,071	7 %
British Airways	3,280	3,520	7 %
Lastminute.com Sites	3,710	3,978	7 %
DIRECT.GOV.UK	3,414	3,659	7 %
Ticketmaster	2,767	2,961	7 %
The Carphone Warehouse Group	2,916	3,119	7 %
JOBCENTREPLUS.GOV.UK	2,594	2,760	6 %
France Telecom	6,490	6,857	6 %
News International	5,017	5,268	5 %

(i) Ranking based on the top 100 U.K. properties in June 2007.

(ii) 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 700 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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