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Green Monday Online Desktop Spending Up 15 Percent Year-Over-Year to \$1.62 Billion to Rank as 5th Heaviest Day of the Holiday Season-to-Date

Online Desktop Spending Up 14 Percent Since Thanksgiving vs. 11 Percent Prior to the Holiday

RESTON, Va., Dec. 14, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 42 days of the November-December 2016 holiday season. For the holiday season-to-date, \$49.3 billion has been spent online, marking a 12-percent increase versus the corresponding days last year. Green Monday (Dec. 12) reached \$1.62 billion in desktop online spending, up 15 percent versus the corresponding shopping day a year ago, representing the fifth heaviest online spending day of the holiday season-to-date after Cyber Monday; Tuesday, Nov. 29; Black Friday and Friday, Dec. 9.

2016 Holiday Season To Date vs. Corresponding Days* in 2015			
Non-Travel (Retail) E-Commerce Spending			
Excludes Auctions and Large Corporate Purchases			
Total U.S. - Home & Work Desktop Computers			
Source: comScore, Inc.			
	Millions (\$)		
	2015	2016	Percent Change
Season to Date (Nov. 1-Dec. 12, 2016)	\$43,907	\$49,304	12%
Pre-Thanksgiving (Nov. 1-23, 2016)	\$19,206	\$21,263	11%
Thanksgiving thru Green Monday (Nov. 24-Dec. 12)	\$24,701	\$28,041	14%
Thanksgiving Day (Nov. 24)	\$1,096	\$1,287	17%
Black Friday (Nov. 25)	\$1,656	\$1,970	19%
Holiday Weekend (Nov. 26-27)	\$2,169	\$2,486	15%
Cyber Monday (Nov. 28)	\$2,280	\$2,671	17%
Thanksgiving thru Cyber Monday	\$7,201	\$8,414	17%
Cyber Week (Nov. 28-Dec. 4)	\$9,745	\$10,980	13%
Cyber Week Mon-Fri (Nov. 28-Dec. 2)	\$7,815	\$8,802	13%
Cyber Weekend (Dec. 3-4)	\$1,929	\$2,178	13%
Most Recent Week (Dec. 5-11)	\$8,627	\$9,698	12%
Most Recent Work Week Mon-Fri (Dec. 5-9)	\$6,739	\$7,579	12%
Most Recent Weekend (Dec. 10-11)	\$1,888	\$2,119	12%
Green Monday (Dec. 12)	\$1,408	\$1,621	15%

*Corresponding days based on corresponding shopping days (November 3 thru December 14, 2015)

"We have continued to see strong online spending since Thanksgiving, with Green Monday marking the 19th consecutive billion-dollar day on desktop, bringing the total number of days achieving this milestone up to 27 for the season. This far surpasses last year's record of nine consecutive billion-dollar days, and it's likely we will see this trend continue through at least the end of this week before the season officially begins winding down," said comScore CEO Gian Fulgoni. "While Green Monday's importance to holiday e-commerce has slightly waned in recent years as other days like Black Friday gain in influence, its 15 percent year-over-year growth rate gives us an encouraging sign for this last major online buying week of the season. With Free Shipping Day on Friday, December 16, we expect one last surge in online buying to close out the heavy part of the season on a high-note."

For more online retail insights from the 2016 holiday season, visit our [comScore blog](#) or check out our most recent [press releases](#).

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries,

comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.



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