



December 20, 2016

## Final Week of Online Desktop Holiday Spending Before Christmas Climbs to 15 Percent vs. Year Ago

### Holiday Season-to-Date Desktop Spending Up 13 Percent to \$55.2 Billion Free Shipping Day (Dec. 16) Hits \$967 Million in Spending

RESTON, Va., Dec. 20, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 48 days of the November-December 2016 holiday season. For the holiday season-to-date, \$55.2 billion has been spent online, marking a 13-percent increase versus the corresponding days last year. The most recent week (Dec. 12-18) posted a strong 15-percent growth in online sales, taking in \$7.6 billion in desktop spending in what was the last full week before Christmas. Free Shipping Day (Friday, Dec. 16) saw \$967 million in desktop spending, closing out a streak of 22 consecutive days reaching a billion dollars in online desktop sales and bringing the season-to date total to 30 days achieving that milestone.

<b>2016 Holiday Season To Date vs. Corresponding Days* in 2015</b>			
<b>Non-Travel (Retail) E-Commerce Spending</b>			
<b>Excludes Auctions and Large Corporate Purchases</b>			
<b>Total U.S. - Home &amp; Work Desktop Computers</b>			
<b>Source: comScore, Inc.</b>			
	<b>Millions (\$)</b>		
	<b>2015</b>	<b>2016</b>	<b>Percent Change</b>
Season to Date (Nov. 1-Dec. 18, 2016)	\$49,057	\$55,246	13%
Pre-Thanksgiving (Nov. 1-23, 2016)	\$19,206	\$21,263	11%
Thanksgiving thru Most Recent Week (Nov. 24-Dec. 18)	\$29,851	\$33,983	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%
Green Monday (Dec. 12)	\$1,408	\$1,621	15%
Free Shipping Day (Dec. 16)	\$845	\$967	14%
Most Recent Week (Dec. 12-18)	\$6,559	\$7,562	15%
Most Recent Work Week Mon-Fri (Dec. 12-16)	\$5,479	\$6,192	13%
Most Recent Weekend (Dec. 17-18)	\$1,080	\$1,370	27%



\*Corresponding days based on corresponding shopping days (November 3 thru December 20, 2015)

"This final full week of online holiday shopping before Christmas saw an uptick in desktop spending, finishing off the season on a high note and bringing the season-to-date growth rate to 13 percent," said comScore CEO Gian Fulgoni. "While the corresponding shopping week last year tailed off in the end, due to it falling two days closer to Christmas, this year we saw strong growth through Free Shipping Day, with four billion-dollar spending days and a notable weekend surge as consumers rushed to get their online orders in with enough time to ship their gifts before the holiday. The heaviest spending days of the season are now behind us, but there is still another \$7-8 billion that will be spent over the balance of the year that will once again get us to new all-time highs for desktop e-commerce."

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](http://comscore.com).

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