

## Career-Related Sites Attract Nearly One-Third Of Europe's Online Population

### 50 Million European Internet Users Visited Career Sites in May 2006; Visitation Increases 22 Percent versus Year Ago

**LONDON, July 25, 2006** - comScore Europe, an operating unit of comScore Networks, the leader in digital media measurement, today announced the results of a usage analysis of European career-related Web sites. According to the study, sites dedicated to online career resources, job search and training attracted 50.9 million people, or 30 percent of the European online population, in May 2006. Moreover, visitation to sites in the Careers category is up 22 percent versus year ago.

Leading the category across Europe is Monster (headquartered in the U.S.) with 9.2 million visitors in May 2006. Monster has consistently been ranked number one for the past 15 months and continues to outpace category growth, with its visitor base increasing 28 percent versus year ago.

#### Top 5 Careers Sites Ranked by European Unique Visitors (000)

May 2006

Total European Internet Users

Source: comScore Media Metrix

	Unique Visitors May-06 (000s)
<i>Total Internet Population - Europe</i>	170,416
<i>Career Services and Development Category</i>	50,969
Monster	9,196
Bundesagentur für Arbeit	3,779
ANPE Sites	3,429
Stepstone	3,121
JOBCENTREPLUS.GOV.UK	1,961

"The strong category growth among European Internet users highlights consumers' increased reliance on the Web for conducting job searches", says Bob Ivins, managing director of comScore Europe. "Moreover, the fact that nearly one out of every three Internet users in the region visited the Careers category in May, quantifies the importance of this category to Europe's online population".

Within Europe, the popularity of the Careers category shows significant geographical dispersion, with visitors to category sites representing 47 percent of the online population in Norway, but a much lower 15 percent the online population in Portugal.

**Reach of the Careers Services Category by Country/ Region**

**Percent of Total Online Population by Country**

**May 2006**

**Source: comScore Media Metrix**

	<b>May-05</b>	<b>May-06</b>
Norway	47.0%	47.0%
Sweden	38.0	44.9
France	37.3	40.4
Belgium	29.6	39.9
Denmark	38.9	39.2
Netherlands	28.6	32.9
UK	28.1	31.4
<b>Europe</b>	<b>27.0</b>	<b>29.9</b>
Ireland	24.4	27.7
Germany	26.1	26.3
Spain	22.2	25
Austria	17.8	24.6
Switzerland	21.6	24.1
Finland	21.3	23.8
Italy	14.6	21.4
Portugal	11.5	15.0

### **About comScore Europe**

comScore Europe is an operating division of comScore Networks, the leader in digital media measurement. comScore Europe provides details of visitation, demographics and online buying power for Web site audiences across European, U.S. and global markets.

### **About comScore Networks**

comScore Networks provides unparalleled insight into consumer behaviour and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behaviour, 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 behaviour and attitudes. comScore consultants 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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