

comScore Reports Traffic to Leading UK Sites in March

Social Networking and Major Consumer Sites See Marked Traffic Increases During the Month

London, UK, April 30, 2007 – comScore, a leader in measuring the digital world, today revealed the top 20 UK Internet properties and the top gaining properties during March 2007, based on data collected through its comScore World Metrix audience ratings service. Notable findings include:

- Google maintained its place as the most-visited site in the UK with 27.3 million UK visitors, followed by Microsoft Sites and eBay, which attracted 26.8 and 22 million visitors, respectively.
- The biggest gainer within the top 20 sites was British Sky Broadcasting (BSkyB), with a 36-percent increase to 9.7 million UK visitors. This increase can probably be attributed to a major advertising campaign aimed at promoting BSkyB's entertainment and communication packages, in the midst of increasing competition for new customers from Virgin Group, which attracted 11.1 million visitors in March (up 4 percent from February).
- Several social networking sites showed notable gains in March, including Tagged.com, which became the UK's biggest gainer with a 226-percent increase to more than 3 million visitors. In addition, Facebook.com grew 38 percent to 2.7 million visitors, and Six Apart sites grew 30 percent to 3.5 million visitors. Bebo.com grew 9 percent to 7.8 million visitors, and is the only one of these sites to be represented in the top 20 list.
- The UK Top Gaining Properties list was dominated by major consumer sites, including:
 - Vodafone, up 47 percent to 4 million visitors
 - British Airways, up 43 percent to 4.4 million visitors
 - Ticketmaster, up 36 percent to 3.7 million visitors
 - Wal-Mart, up 15 percent to 2.6 million visitors (driven by traffic to ASDA)
 - Sony Online, up 14 percent to 3.7 million visitors
 - Tesco Stores, up 10 percent to 7 million visitors
 - Marks & Spencer, up 10 percent to 2.7 million visitors
 - The easyGROUP, up 9 percent to 3.3 million visitors

Top 20 Online Properties by U.K. Unique Visitors, Age 15+

March 2007

Total U.K. – Home and Work Locations*

Source: comScore World Metrix

	Feb-07 (000)	Mar-07 (000)	Percentage Change
Total U.K. Internet Audience, Age 15+	30,016	30,753	2%

Google Sites	26,441	27,344	3%
Microsoft Sites	25,999	26,776	3%
eBay	21,667	22,034	2%
Yahoo! Sites	20,396	20,775	2%
BBC Sites	17,910	18,410	3%
Time Warner Network	13,924	14,459	4%
Amazon Sites	13,826	14,066	2%
Ask Network	13,390	13,969	4%
Fox Interactive Media	11,555	12,406	7%
Wikipedia Sites	11,218	11,925	6%
Virgin Group	10,730	11,144	4%
Apple Computer, Inc.	9,450	10,020	6%
DMGT	9,330	9,986	7%
British Sky Broadcasting (BSkyB)	7,135	9,724	36%
CNET Networks	8,998	9,577	6%
BEBO.COM	7,153	7,810	9%
Gorilla Nation	6,443	7,100	10%
MULTIMAP.COM	6,799	7,048	4%
Home Retail Group	6,986	7,035	1%
Tesco Stores	6,357	7,005	10%

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

Top 20 Gaining Properties by Percentage Change in U.K. Unique Visitors*			
March 2007 vs. February 2007			
Total U.K. Visitors, Age 15+ – Home and Work Locations**			
Source: comScore World Metrix			
	Feb-07	Mar-07	Percentage Change
	(000)	(000)	
Total U.K. Internet Audience, Age 15+	30,016	30,753	2%
TAGGED.COM	1,084	3,535	226%
Vodafone Group	2,707	3,980	47%
British Airways	3,049	4,369	43%
FACEBOOK.COM	1,945	2,679	38%
Ticketmaster	2,710	3,696	36%
British Sky Broadcasting (BSkyB)	7,135	9,724	36%
Six Apart Sites	2,653	3,462	30%
The Mozilla Organization	2,234	2,853	28%
Wal-Mart	2,281	2,633	15%
Terra Networks	5,000	5,755	15%
Sony Online	3,219	3,661	14%
NHS.UK	3,537	3,999	13%
DIRECT.GOV.UK	3,182	3,558	12%
Gorilla Nation	6,443	7,100	10%
Tesco Stores	6,357	7,005	10%
Marks&Spencer	2,439	2,684	10%
Automobile Association Ltd	4,426	4,873	10%
Answers.com Sites	3,618	3,983	10%
Real.com Network	4,153	4,557	10%
EasyGroup	2,995	3,275	9%

*Ranking based on the top 100 U.K. properties in March 2007.

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

About comScore

comScore, Inc. 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 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 more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.