

## comScore Reports Traffic to Leading U.K. Sites for May

### Shopping and Travel Were Top-of-Mind with U.K. Web Users

### Facebook Continues Meteoric Rise

London, U.K., June 27, 2007 – comScore, a leader in measuring the digital world, today reported the top U.K. Internet properties and the top gaining properties for May, based on its World Metrix audience measurement service. Notable findings include:

- Google maintained its place as the most-visited property in the U.K. with nearly 28 million visitors, reaching 89 percent of U.K. Web users age 15 and older. Microsoft followed with 27.4 million visitors and a reach of 87 percent.
- U.K. Web users focused on travel planning for the long weekends afforded by May's bank holidays and for summer holidays, as evidenced by some of the top gainers, which included Priceline.com, up 17 percent from April to 3 million visitors; First Choice Holidays, up 16 percent to 2.8 million visitors; EasyGroup, up 15 percent to 3.6 million visitors; and TUI Group, up 13 percent to 4.3 million visitors.
- Britons were also interested in the weather, as temperatures rose and record-setting rain fell in May. This was illustrated by the fact that The Weather Channel was the U.K.'s fastest growing property, up 36 percent to 2.4 million U.K. visitors.
- Facebook continued its meteoric rise, up 30 percent from April to 4.8 million visitors in May, its third consecutive month of gains of 30 percent or more. Facebook has increased its visitor base by 2,123 percent from May 2006, when it garnered only 216,000 unique visitors.
- Channel 4 surged in popularity (up 31 percent to 4.4 million visitors) driven by the start of a new series of Big Brother.
- Driven by the launch of a fashion line designed by Kate Moss at its flagship Topshop store, Arcadia Group experienced an increase of 17 percent to 2.7 million visitors.
- Seasonal shopping drove traffic to several retail sites in the top gainers list, including shopping comparison group Ciao Sites, up 26 percent to 3 million visitors; Karstadt-Quelle, up 16 percent to 4.4 million visitors; Marks & Spencer, up 15 percent to 2.4 million visitors; and Play.com Sites, up 13 percent to 4.1 million visitors.
- Guardian Media Group's strong uptick of 14 percent to 3.7 million visitors was likely driven by its recent site redesign as well as the news of Tony Blair's departure from office.
- Of the top 20 sites, BSkyB and Bebo experienced the strongest growth from April to May, with the number of unique visitors increasing by over 17 and 13 percent, respectively.

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

May 2007 vs. April 2007

Total U.K. – Home and Work Locations\*

Source: comScore World Metrix

	Apr.-07 (000)	May-07 (000)	Percentage Change
<i>Total U.K. Internet Audience, Age 15+</i>	31,150	31,514	1%
Google Sites	27,374	27,957	2%
Microsoft Sites	26,950	27,381	2%
eBay	21,563	22,215	3%
Yahoo! Sites	20,094	20,599	3%
BBC Sites	17,888	19,253	8%
Ask Network	13,703	14,536	6%
Time Warner Network	13,961	14,143	1%
Fox Interactive Media	12,363	12,823	4%
Amazon Sites	11,507	12,362	7%
Wikipedia Sites	11,389	12,212	7%
Lycos Europe Sites	10,385	10,914	5%

DMGT	9,610	10,370	8%
Apple Inc.	9,758	10,086	3%
BEBO.COM	8,302	9,383	13%
CNET Networks	9,103	9,117	0%
British Sky Broadcasting (BSkyB)	6,655	7,786	17%
Home Retail Group	6,880	7,265	6%
Gorilla Nation	6,734	7,018	4%
MULTIMAP.COM	6,729	6,955	3%
Tesco Stores	6,466	6,889	7%

\* 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\*

May 2007 vs. April 2007

Total U.K. Visitors, Age 15+ – Home and Work Locations\*\*

Source: comScore World Metrix

	Apr.-07 (000)	May-07 (000)	Percentage Change
<i>Total U.K. Internet Audience, Age 15+</i>	31,150	31,514	1%
Weather Channel, The	1,760	2,395	36%
Channel4	3,380	4,417	31%
FACEBOOK.COM	3,694	4,810	30%
Ciao Sites	2,414	3,047	26%
Happygroup	3,278	4,038	23%
Hearst Digital Network UK	2,004	2,423	21%
Priceline.com Incorporated	2,557	3,001	17%
Arcadia Group Limited	2,268	2,657	17%
British Sky Broadcasting (BSkyB)	6,655	7,786	17%
Karstadt-Quelle	3,795	4,395	16%
First Choice Holidays PLC	2,414	2,794	16%
Oversee.net Network	3,043	3,511	15%
EasyGroup	3,089	3,558	15%
Trinity Mirror Group	3,761	4,330	15%
Marks&Spencer	2,071	2,383	15%
Deutsche Telekom	2,213	2,531	14%
Guardian Media Group	3,249	3,711	14%
Play.com Sites	3,608	4,087	13%
TUI Group	3,786	4,280	13%
BEBO.COM	8,302	9,383	13%

\*Ranking based on the top 100 U.K. properties in May 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 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, Best Buy, The Newspaper Association of America, ESPN, Fox Sports, Nestlé, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

Contact:  
Andrew Lipsman  
Senior Analyst

comScore, Inc.  
312-775-6510  
[press@comscore.com](mailto:press@comscore.com)