

Second Consecutive Week Featuring Five Billion Dollar Weekdays of Online Desktop Spending Reaffirms Strong Holiday Season

Following Strong Cyber Week, Y/Y Growth Rate Softens to 12 Percent in Most Recent Week Online Desktop Spending Season-to-Date Remains Up 15 Percent, Still Ahead of Forecast

RESTON, Va., Dec. 17, 2014 /PRNewswire/ -- comScore (NASDAQ: SCOR), a leader in measuring the digital world, today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 44 days of the November-December 2014 holiday season. For the holiday season-to-date, \$42.5 billion has been spent online, marking a 15-percent increase versus the corresponding days last year. The most recent week beginning with Green Monday (Dec. 8) posted strong growth in online sales, taking in \$8.6 billion in desktop spending, up 12 percent versus year ago. For the second consecutive week, all five days of the work week reached the milestone of at least \$1 billion in online desktop sales, marking the first time in history such a feat had been accomplished twice in the same holiday season.



2014 Holiday Season To Date vs. Corresponding Days* in 2013			
Non-Travel (Retail) E-Commerce Spending			
Excludes Auctions and Large Corporate Purchases			
Total U.S. - Home & Work Desktop Computers			
Source: comScore, Inc.			
	Millions (\$)		
	2013	2014	Percent Change
Nov. 1-Dec. 14 (vs. Nov. 2-Dec. 15, 2013)	\$37,051	\$42,451	15%
Pre-Thanksgiving (Nov. 1-26 vs. Nov. 2-27, 2013)	\$17,831	\$20,181	13%
Thanksgiving thru Most Recent Week	\$19,220	\$22,270	16%
Thanksgiving Day (Nov. 27)	\$766	\$1,009	32%
Black Friday (Nov. 28)	\$1,198	\$1,505	26%
Holiday Weekend (Nov. 29-30)	\$1,594	\$2,012	26%
Cyber Monday (Dec. 1)	\$1,735	\$2,038	17%
Thanksgiving thru Cyber Monday	\$5,293	\$6,564	24%
Cyber Week (Dec. 1-7)	\$7,978	\$9,126	14%
Cyber Work Week Mon-Fri (Dec. 1-5)	\$6,315	\$7,287	15%
Cyber Weekend (Dec. 6-7)	\$1,663	\$1,840	11%
Green Monday (Dec. 8)	\$1,401	\$1,615	15%
Most Recent Week (Dec. 8-14)	\$7,684	\$8,618	12%
Most Recent Work Week Mon-Fri (Dec. 8-12)	\$6,038	\$6,782	12%
Most Recent Weekend (Dec. 13-14)	\$1,647	\$1,836	11%

*Corresponding days based on corresponding shopping days (November 2 thru December 15, 2013)

"Despite a slight deceleration in growth rates during this past week, we still observed strong spending in total with five more days surpassing \$1 billion in sales to bring us to fourteen for the holiday season to date," said comScore chairman emeritus Gian Fulgoni. "While it's not uncommon for the week after Cyber Week to experience a relative lull as retailers pull back on promotions and consumers catch their breath before the final gift buying push, it is encouraging that the 15 percent spending growth rate for the season-to-date remains slightly above our forecast of 14 percent for the season as a whole. We expect early next week to experience one last surge in online buying leading up to Free Shipping Day on December 18th, after which the online holiday shopping season should start winding down."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

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