

Online Holiday Spending Through December 27 Nears \$28 Billion, Up 19 Percent Versus Year Ago

Period Between Thanksgiving and Christmas Experiences 21-Percent Gain

RESTON, Va., Dec 30, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an update of holiday season e-commerce spending for the first 57 days of the 2007 holiday season (November 1 - December 27). Nearly \$28 billion has been spent online during the season-to-date, marking a 19-percent gain versus the corresponding days last year.

2007 Holiday Season To Date vs. Corresponding Days* in 2006
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

Holiday Season to Date	Billions (\$)		Pct Change
	2006	2007	
November 1 - December 27	\$23.56	\$27.96	19 %
Thanksgiving Day (November 22)	\$0.21	\$0.27	29 %
"Black Friday" (November 23)	\$0.43	\$0.53	22 %
"Cyber Monday" (November 26)	\$0.61	\$0.73	21 %
"Green Monday" (December 10)	\$0.66	\$0.88	33 %

* Corresponding Shopping Days, Not Calendar Days

"Even as the holiday shopping season winds down after Christmas, we continue to see some relatively strong online spending days," said comScore Chairman Gian Fulgoni. "For example, the day after Christmas saw online sales of \$545 million, more than double the sales on the same day last year. This would appear to indicate that consumers were willing, and able, to take advantage of the attractive late-season promotions and price discounts offered by retailers this year."

Online Spending Between Thanksgiving and Christmas Grows 21 Percent vs. 2006

Another means of gauging the strength of online holiday spending is to examine the period between Thanksgiving and Christmas, which represents the core of the holiday shopping season. This year, there were 32-days between Thanksgiving and Christmas, compared to 31-days last year. During this period in 2007, online sales grew by 21 percent versus year ago, a full 2 percentage points higher than the overall holiday season-to-date growth rate.

2007 Holiday Season vs. Same Period in 2006
 Non-Travel (Retail) Spending
 Excludes Auctions and Large Corporate Purchases
 Total U.S. - Home/Work/University Locations
 Source: comScore, Inc.

	Billions (\$)		Pct Change
	2006	2007	

Black Friday - Christmas Eve

\$14.82

\$17.98

21 %

"Warm weather during the early part of November took its toll on online retail sales, and played a role in holding down the growth in spending over the entire holiday season to a 19-percent rate, which is below last year's level of 26 percent," added Mr. Fulgoni. "However, if we look at the period between Thanksgiving and Christmas, we see online spending growing at a healthier 21-percent rate, which I think is encouraging given the economic challenges facing consumers this year as a result of higher gas prices, lower home values and a jittery stock market."

comScore 2007 Retail E-Commerce Forecast

Online Non-Travel (Retail) Holiday Consumer Spending

Excludes Auctions and Large Corporate Purchases

Total U.S. - Home/Work/University Locations

Source: comScore, Inc.

	Billions (\$)		Pct Change
	2006	2007	
January - October	\$77.5	\$93.6	21 %
Holiday Season (Nov-Dec)	\$24.6	\$29.5*	20%*

*comScore forecast

About comScore

comScore, Inc. (Nasdaq: SCOR) 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 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit www.comscore.com.

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