



comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2008

U.S. Presidential Race Drives Americans Online for Election News Halloween and Early Holiday Browsing Boost Traffic to Retail Sites

RESTON, Va., Nov 20, 2008 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for October 2008 based on data from the comScore Media Metrix service. The U.S. presidential election, Halloween and the approaching holiday season were significant drivers of Internet traffic for the month.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

"The historic presidential race had millions of Americans glued to their computers for the latest news during the final stretch of the campaign," commented Jack Flanagan, executive vice president of comScore Media Metrix. "Prospective voters were able to get up-to-the minute information on candidates, important issues and the latest poll results as they prepared to check off the box in the voting booth on November 4."

Politics Category Tops Fastest-Growing List in October

October saw a significant surge in traffic to the politics category, as Americans tuned in closely to the presidential and local congressional races. The category grew 40 percent to 28 million visitors in October, making it the fastest growing category for the month.

BarackObama.com was the most visited site in the category with 8.5 million visitors, up 59 percent versus the previous month, followed by JohnMcCain.com with 3.8 million visitors (up 29 percent). October marked the largest audiences of the season for both of the candidates. Other sites generating substantially higher traffic in the month included: CatholicVote.com (up 410 percent to 1.5 million visitors), GOP.com (up 111 percent to 1.2 million visitors), and Factcheck.org (up 96 percent to 1 million visitors). Voting advocacy sites VoteforChange (up 62 percent to 2.4 million visitors) and RocktheVote.com (up 46 percent to 1.1 million visitors) also saw strong gains.

Saturday Night Live's election comedy sketches, including Tina Fey's popular impersonation of Republican Vice Presidential candidate Sarah Palin, helped NBC Universal rank as one of the top 10 gaining properties for the month. NBC Universal's online channel for Saturday Night Live (SNL) content surged 85 percent to 4.4 million visitors in October.

Approaching Holidays and Halloween Cause Traffic Boost at Retail Categories

The combination of Halloween and the looming holiday shopping season resulted in strong traffic increases to several retail categories in October.

Retail -- apparel sites grew 13 percent to more than 67 million visitors as people searched for Halloween costumes, early holiday deals and the latest seasonal apparel in October. The category was led by BuyCostumes.com, which witnessed a 107-percent increase to 9.5 million visitors. Several other costume-related sites also experienced gains in October, including CostumeSuperCenter.com (up 110 percent to 2.6 million visitors) and Costumzee.com (up 161 percent to 2.1 million visitors).

In addition to costume retailers, several other apparel retailers experienced strong traffic growth during the month, including Zappos.com (up 18 percent to 5.1 million visitors), Gap Online (up 24 percent to 4.2 million visitors) and AE.com (up 18 percent to 3.3 million visitors).

With the holidays quickly approaching, traffic to the retail -- toys category surged 17 percent to more than 25 million visitors as Americans searched early for this year's top toys. Toysrus sites led the category with 9.3 million visitors, a gain of 28 percent, followed by Barbie with 3.4 million visitors (up 10 percent) and The LEGO Group with 2.7 million visitors (up 22 percent). Several other popular toy brands also experienced double-digit growth in October, including AmericanGirl.com (up 51 percent), Fisher Price (up 43 percent) and LeapFrog.com (up 90 percent).

Top 50 Properties

Google Sites continued to lead as the most visited property in October with 147 million visitors, followed by Yahoo! Sites with

144.9 million visitors and Microsoft Sites with 123.5 million visitors. All of the top ten properties maintained their positions from September. New arrivals to the ranking this month included NBC Universal, which entered at position #33 with nearly 25 million visitors and JPMorgan Chase Property, which rose to position #41 with the addition of Washington Mutual, bringing the property's combined audience to more than 23 million visitors.

Top 50 Ad Focus Ranking

Platform-A led the October Ad Focus ranking reaching 91 percent of the 190.6 million Americans online. Yahoo! Network followed reaching 86 percent and Google Ad Network captured the third position reaching 83 percent of Americans online. ValueClick Networks moved up one position to #4 reaching 82 percent of online users and Traffic Marketplace rose one position to #8 reaching 74 percent.

TABLE 1
comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
October 2008 vs. September 2008
Total U.S. - Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Sep-08	Oct-08	% Change	
Total Internet :				
Total Audience	189,468	190,616	1	N/A
TheStreet.com Sites	4,135	10,550	155	101
Spencer Gifts, LLC.	2,077	5,058	144	231
HULU.COM	2,850	5,342	87	214
Healthgrades	2,894	5,034	74	234
Everyday Health	14,930	25,781	73	31
BARACKOBAMA.COM	5,350	8,515	59	131
Cablevision	6,049	9,571	58	112
NBC Universal	16,034	24,896	55	33
Kayak.com Network	5,141	7,860	53	144
JPMorgan Chase Property	15,506	23,142	49	41

*Ranking based on the top 250 properties in October 2008

TABLE 2
comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)
October 2008 vs. September 2008
Total U.S. - Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Sep-08	Oct-08	% Change
Total Internet : Total Audience	189,468	190,616	1
Politics	20,081	28,016	40
Retail - Flowers/Gifts/Greetings	33,659	40,358	20
Retail - Toys	21,461	25,195	17
e-cards	28,537	33,377	17
Entertainment - Humor	25,486	29,797	17
Retail - Mall	26,509	30,742	16
Gay/Lesbian	2,771	3,189	15
Retail - Apparel	59,354	67,144	13
Teens	28,765	32,505	13

TABLE 3

comScore Top 50 Properties (U.S.)

October 2008

Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience				
		190,616			
1	Google Sites	147,035	26	Superpages.com Network	29,387
2	Yahoo! Sites	144,903	27	Verizon Communications Corporation	28,094
3	Microsoft Sites	123,483	28	Gorilla Nation	27,218
4	AOL LLC	111,259	29	Bank of America	26,414
5	Fox Interactive Media	90,636	30	United Online, Inc	26,280
6	eBay	70,737	31	Everyday Health	25,781
7	Ask Network	70,449	32	WordPress	25,392
8	Wikimedia Foundation Sites	63,275	33	NBC Universal	24,896
9	Amazon Sites	60,099	34	Answers.com Sites	24,865
10	Glam Media	56,640	35	Shopzilla.com Sites	24,350
11	CBS Corporation	52,680	36	Demand Media	23,657
12	New York Times Digital	49,324	37	Weatherbug Property	23,531
13	Turner Network	49,186	38	Monster Worldwide	23,363
14	Apple Inc.	48,673	39	CareerBuilder LLC	23,309
15	FACEBOOK.COM	45,954	40	Photobucket.com LLC	23,271
16	Viacom Digital	45,884	41	JPMorgan Chase Property	23,142
17	AT&T Interactive Network	37,036	42	Real.com Network	23,024
18	craigslist, inc.	36,732	43	Gannett Sites	22,651
19	Adobe Sites	36,004	44	AT&T, Inc.	22,248
20	Weather Channel, The	34,717	45	ESPN	21,941
21	Time Warner - Excluding AOL	33,415	46	iVillage.com: The Womens Network	21,124
22	Wal-Mart	33,038	47	WebMD Health	19,623
23	Comcast Corporation	31,250	48	WhitePages	19,267
24	Target Corporation	30,950	49	WorldNow - ABC Owned Sites	19,017
25	Disney Online	30,209	50	Expedia Inc	18,402

TABLE 4

comScore Ad Focus Ranking (U.S.)

October 2008

Total U.S. - Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	%	Rank	Property	Unique Visitors (000)	%
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Total Internet :						
Total Audience 190,616 100%						
1	Platform-A**	173,713	91%	26	YOUTUBE.COM	80,877 42%
2	Yahoo! Network**	164,080	86%	27	Centro -	
					Potential Reach	80,225 42%
3	Google Ad			28	MYSPACE.COM*	76,257 40%
	Network**	158,928	83%			
4	ValueClick			29	Vibrant Media**	76,000 40%
	Networks**	155,356	82%			
5	Specific Media**	150,176	79%	30	NNN Total	
					Newspapers: U.S.	74,797 39%
6	Tribal Fusion**	144,354	76%	31	Undertone	
					Networks**	74,641 39%
7	Yahoo!	143,089	75%	32	Ask Network	70,449 37%
8	Traffic			33	Gorilla Nation	
	Marketplace**	140,302	74%		Media - Potential	
					Reach	68,483 36%
9	Google	138,767	73%	34	Kontera**	64,468 34%
10	24/7 Real Media**	135,528	71%	35	IAC Ad Solutions -	
					Potential Reach	64,422 34%
11	Tremor Media -			36	Pulse 360**	60,430 32%
	Potential Reach	135,222	71%			
12	Casale Media -			37	MSN.COM Home Page	57,617 30%
	MediaNet**	135,054	71%			
13	Adconion Media			38	Ybrant - Oridian -	
	Group**	130,650	69%		ADdynamix	
					Network**	56,291 30%
14	YuMe Video Network -			39	EBAY.COM	55,436 29%
	Potential Reach	130,247	68%			
15	interCLICK**	129,477	68%	40	IB Local Network	54,747 29%
16	Revenue Science**	127,186	67%	41	NNN Top 25	52,482 28%
17	DRIVEpm**	123,594	65%	42	TattoMedia**	51,659 27%
18	Turn, Inc**	117,016	61%	43	ITN Digital	
					Networks -	
					Potential Reach	51,633 27%
19	CPX Interactive**	116,817	61%	44	AMAZON.COM	49,102 26%
20	Collective			45	Business.com	
	Media**	113,336	59%		Network	47,322 25%
21	ADSDAQ by			46	Intergi -	
	ContextWeb**	113,320	59%		Potential Reach	46,861 25%
22	AOL Media Network	111,259	58%	47	QuadrantONE -	
					Potential Reach	46,233 24%
23	MSN-Windows Live	110,615	58%	48	MapQuest	46,049 24%
24	Burst Media**	105,962	56%	49	FACEBOOK.COM	45,954 24%
25	AdBrite**	90,165	47%	50	AdOn Network**	44,095 23%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in October. For instance, Yahoo! was seen by 75 percent of the 190 million Internet users in October.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix reports are used by financial analysts, advertising agencies, publishers and

marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

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