

## comScore Releases 2007 U.S. Internet Year in Review

### Google and Facebook among Biggest Winners in 2007

RESTON, Va., Jan 30, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a report highlighting the major trends in U.S. Internet activity in 2007, including top gaining properties and site categories, and core search market growth. The biggest winners in 2007 featured some of the top Internet brands, including Google, Facebook, Wikipedia and Craigslist.

#### Top-Gaining Properties in 2007

A study of the growth in visitors among the top 100 U.S. Internet properties revealed that 2007 was a strong year for several of the largest properties. Social networking giant Facebook.com reaped the benefits of opening registration to all users, jumping 81 percent versus December 2006 to 34.7 million visitors in December 2007. Wikipedia Sites gained 34 percent to reach nearly 52 million visitors, continuing its reign as the Web's most popular reference hub. Leading classified site Craigslist.org jumped 74 percent to 24.5 million visitors, while AT&T grew 27 percent to 30.2 million visitors boosted by its exclusive deal with Apple as carrier for the iPhone. Yellow Book Network jumped an impressive 137-percent to 10.4 million visitors.

Several of the top-gaining properties were driven by the acquisition of Web entities including, but not limited to, the following:

- Everyday Health gained 349 percent driven by its acquisition of Drugs.com and other sites.
- Women's category leader, Glam Media, grew 213 percent during the year, due in large part to the addition of several new entities, including Quality Health Network, MyYearbook.com, and LifeScript.com, among others.
- Yellow Book Network grew 137-percent to 10.4 million visitors, as visitation to Yellowbook.com Sites tripled (up 207 percent to 4.6 million visitors) and one new entity was added to the property.
- iVillage.com: The Women's Network gained 27 percent with the addition of Sugar Publishing, MakeoverSolutions.com, and iWin.com, among others.
- Demand Media added numerous entities under its Demand Media Knowledge and Demand Media Games media titles, which contributed to its 149-percent growth.
- OfficeMax's dramatic 199-percent gain was driven primarily by a December 2007 surge in visitation to its popular viral holiday greetings site ElfYouself.com.

#### comScore Top 20 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)

December 2007 vs. December 2006

Total U.S. Home, Work and University Internet Users

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Dec-06	Dec-07	% Change
Total U.S. Internet Audience	174,199	183,619	5
Everyday Health	2,690	12,073	349
Glam Media	7,994	25,028	213
OfficeMax	5,130	15,339	199
Demand Media	5,999	14,958	149
Yellow Book Network	4,386	10,388	137
ValueClick Sites	6,339	13,013	105
Facebook.com	19,105	34,658	81
WorldNow - ABC Owned Sites	8,714	15,474	78
Craigslist.org	14,075	24,468	74

Experian Interactive	8,054	12,500	55
Yellowpages.com Network	16,168	24,453	51
AmericanGreetings Property	11,982	18,102	51
Comcast Corporation	18,716	26,445	41
UGO	8,450	11,912	41
The Mozilla Organization	10,948	15,267	39
Answers.com Sites	10,707	14,899	39
Wikipedia Sites	38,585	51,851	34
iVillage.com: The Womens Network	13,545	17,234	27
AT&T, Inc.	23,833	30,212	27
Internet Broadcasting Systems	9,894	12,394	25

\*Ranking based on the top 100 properties in December 2007.

### Top-Gaining Site Categories in 2007

The top-gaining site categories in 2007 reflected trends in both the online and offline worlds. The politics category grabbed the top position, gaining 35 percent, as the 2008 presidential election and primary season kicked into high gear. Women's community sites also jumped 35 percent, as the top two properties in the category, Glam Media and iVillage.com, saw strong growth. With the ever-increasing coverage of celebrity news, from Britney Spears' meltdowns to Anna Nicole Smith's death, entertainment news sites jumped 32 percent. Online classifieds had a strong 2007 growing 31 percent versus year ago, as it continued to impinge on traditional news media's classified revenues.

#### comScore Top 10 Gaining Categories by Percentage Change in Unique Visitors (U.S.)

December 2007 vs. December 2006

Total U.S. Home, Work and University Internet Users

Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Dec-06	Dec-07	% Change
Total U.S. Internet Audience	174,199	183,619	5
Politics	6,192	8,384	35
Community - Women	51,632	69,854	35
Entertainment - News	37,093	49,023	32
Classifieds	31,867	41,688	31
Career - Training and Education	7,865	10,279	31
Gay/Lesbian	1,843	2,367	28
Retail - Consumer Goods	28,829	35,936	25
Finance - News/Research	43,317	52,064	20
Teens	23,313	27,979	20
Religion	19,101	22,886	20

### Core Search Query Growth in 2007

In 2007, searches at the five major core search engines increased 15 percent to 9.6 billion searches. Google Sites led with 5.6 billion searches in December 2007, up more than 30 percent from the previous year. Yahoo! Sites ranked second with 2.2 billion searches, followed by Microsoft Sites (940 million), Time Warner Network (442 million), and Ask Network (415 million).

#### comScore Core Search Report\*

December 2007 vs. December 2006

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

Source: comScore qSearch 2.0

Search Queries (MM)

			Percent Change Dec-07 vs. Dec-06
Core Search Entity	Dec-06	Dec-07	
Total Core Search	8,348	9,636	15 %
Google Sites	4,317	5,629	30 %
Yahoo! Sites	2,300	2,211	-4 %
Microsoft Sites	871	940	8 %
Time Warner Network	465	442	-5 %
Ask Network	396	415	5 %

\* Based on the five major search engines including partner searches and cross-channel searches. Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers.

More than 113 billion core searches were conducted in the U.S. during all of 2007, with Google Sites accounting for nearly 64 billion, representing a 56 percent share of the market.

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com>.

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