



comScore Releases Top Canadian Web Rankings for December, 2007

TORONTO, Jan. 21, 2008 (Canada NewsWire via COMTEX News Network) --

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Holiday Shopping Drives Traffic to Retail Sites

Microsoft Sites Ranks as Top Canadian Web Property, Followed Closely by
Google Sites
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comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its December rankings of the largest and fastest-growing Internet properties and site categories in Canada based on data from the comScore World Metrix audience measurement service.

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(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)
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"Retail sites showed strong growth as online holiday shopping reached a fevered pitch in December," said Brent Bernie, president of comScore Media Metrix, comScore Canada. "Online commerce has become an increasingly important component of total consumer spending, and retailers have also been offering very attractive incentives this season to draw even more online consumers to their sites."

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Top Gaining Site Categories for December
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With holiday shopping on Canadians' minds, retail sites dominated the top-gaining site category rankings for December. The consumer goods category rose 70 percent to nearly 5 million visitors, while the consumer electronics category jumped 15 percent to 9.4 million visitors, led by Futureshop.ca Sites with 5.4 million visitors (up 39 percent).

Greetings sites also grew in December. The e-cards category experienced a 25-percent increase to 8 million visitors, while the flowers/gifts/greetings category gained 12 percent to 6.3 million visitors.

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Top 10 Gaining Site Categories by Number of
Canadian Unique Visitors
December 2007 vs. November 2007
Total Canada -- Home and Work Locations*
Source: comScore World Metrix

	Total Unique Visitors (000)		
	Nov- 2007	Dec- 2007	% Change
Total Internet : Total Audience	23,767	23,784	0
Consumer Goods	2,897	4,929	70
e-cards	6,423	8,020	25
Consumer Electronics	8,175	9,366	15
Online Gambling	4,695	5,328	13
Flowers/Gifts/Greetings	5,662	6,339	12
Shipping	4,527	5,044	11
Gay/Lesbian	330	367	11
Weather	9,001	9,921	10
Personals	5,071	5,574	10

Retail -- Food 1,774 1,937 9
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* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.
Top Gaining Properties for December
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Bolstered by the popularity of its viral holiday greeting site ElfYourself.com, OfficeMax surged 395 percent to 2.7 million visitors, making it the top-gaining property for the month.

Photo-sharing site Slide.com increased 39 percent to 2.1 million visitors in December, while social networking destination Skyrock Network jumped 32 percent to 1.9 million visitors.

Online holiday shopping activity saw Best Buy Sites jump 32 percent to 6.8 million visitors, while Wal-Mart saw a 15-percent increase to 4.2 million visitors. The preparation of holiday meals also seemed to be foremost on Canadian minds, with Kraft Foods increasing by 27 percent to 2.9 million visitors.

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Top 10 Gaining Properties by Number of Canadian Unique Visitors*
December 2007 vs. November 2007
Total Canada -- Home and Work Locations**
Source: comScore World Metrix
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Property	Total Unique Visitors (000)		
	Nov-2007	Dec-2007	% Change
Total Internet: Total Audience	23,767	23,784	0
OfficeMax	551	2,727	395
Astral Media	2,573	3,781	47
Slide.com	1,530	2,125	39
Best Buy Sites	5,164	6,812	32
Skyrock Network	1,459	1,920	32
Kraft Foods	2,316	2,947	27
RDA Digital Network	1,879	2,228	19
EC.GC.CA	2,485	2,893	16
Canadapost.ca	3,012	3,471	15
Wal-Mart	3,643	4,184	15

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* Ranking based on the top 100 Canadian properties in December 2007.
** Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.
Top 25 Properties for December
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Microsoft Sites maintained its position as the top property with nearly 22.5 million visitors, reaching 94 percent of the Canadian online population. Microsoft was followed closely by Google Sites with 22.3 million visitors, Yahoo! Sites with 16.3 million visitors and Facebook.com with 15.4 million visitors.

Driven by holiday shopping, Apple Inc. and Best Buy Sites both gained several spots in the December rankings, while The

Weather Network Meteomedia (#12) and Telus Sites (#24) also moved up several positions.

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Top 25 Properties by Number of Canadian Unique Visitors*
December 2007 vs. November 2007
Total Canada -- Home and Work Locations**
Source: comScore World Metrix

December Rank	November Rank	Property	Total Unique Visitors (000)
N/A	N/A	Total Internet: Total Audience	23,784
1	1	Microsoft Sites	22,449
2	2	Google Sites	22,274
3	3	Yahoo! Sites	16,331
4	4	Facebook.com	15,378
5	5	eBay	13,770
6	6	Time Warner Network	12,070
7	7	Wikipedia Sites	10,585
8	9	Yellow Pages Group	9,788
9	8	Amazon Sites	9,418
10	13	Apple Inc.	8,776
11	10	Canoe Network	8,388
12	18	The Weather Network Meteomedia	7,900
13	11	CNET Networks	7,678
14	16	Fox Interactive Media	7,670
15	14	Ask Network	7,485
16	12	CTVglobemedia	7,396
17	15	New York Times Digital	6,964
18	22	Best Buy Sites	6,812
19	19	Viacom Digital	6,702
20	17	Adobe Sites	6,226
21	20	CBC-Radio Canada Sites	5,894
22	24	WhitePages	5,294
23	23	Gorilla Nation	5,160
24	30	Telus Sites	4,945
25	25	TD Bank Financial Group	4,547

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** Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

About comScore

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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 <http://www.comscore.com>

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