

comScore Releases Top Japan Web Site Rankings for June 2008

Apple iPhone 3G Introduction Prompts Gains to Technology News Sites and SoftBank.jp Yahoo! Sites Maintain Strong Lead in Japanese Market

TOKYO, Aug 27, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its June 2008 rankings of the largest and fastest-growing Internet properties and site categories in Japan, based on data from the comScore World Metrix audience measurement service. The summer season prompted gains to health, career, and leisure sites, while the anticipated release of the Apple iPhone 3G generated increased activity in the technology news sector.

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

"The July 11 launch of the Apple iPhone 3G, the first release of the iPhone in the Japanese market, was met with much anticipation and enthusiasm," said Maru Sato, managing director of comScore Japan. "Consumers seeking news and information on the iPhone caused a flurry of activity on technology news sites and at SoftBank.jp, the exclusive phone carrier of the iPhone in Japan."

Top Gaining Site Categories for June 2008

The health - information category ranked as the top-gaining site category in June, as visitors sought ways to combat the summer heat, allergies and other seasonal health topics. The number of visitors to the category jumped 18 percent to 5.6 million visitors.

To ease the effect of rising gasoline prices, many people in Japan sought summer leisure activities close to home and within their budgets, prompting a 16-percent gain in the retail - movies category to 6.3 million visitors. The career services and development category also witnessed a 16-percent increase, to nearly 12 million visitors, as young people turned to the Internet seeking summer employment.

Top Gaining Site Categories by Number of Unique Japanese Visitors

June 2008 vs. May 2008

Total Japan, Age 15+ - Home and Work Locations*

Source: comScore World Metrix

Site Category	Total Unique Visitors (000)		
	May-2008	Jun-2008	% Change
Total Internet :			
Total Audience	55,705	56,220	1
Health - Information	4,750	5,623	18
Financial Information/Advice	4,222	4,918	16
Retail - Movies	5,412	6,295	16
Career Services and Development	10,203	11,818	16
Business to Business	2,528	2,893	14

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

Top Gaining Properties for June 2008

Adobe Sites led the top-gaining properties ranking for June with a 22-percent increase to 6.8 million visitors, driven by the release of the Acrobat 9 upgrade. The anticipated launch of the Apple iPhone 3G in July prompted gains to several properties, including technology news sites, ITMedia.co.jp (up 20 percent to 4 million visitors) and CNET Networks (up 9 percent to nearly 3 million visitors). SoftBank.jp, the official mobile phone carrier of the iPhone, jumped 15 percent to 2.7 million visitors.

Top 10 Gaining Properties by Number of Japanese Unique Visitors*
 June 2008 vs. May 2008
 Total Japan, Age 15+ - Home and Work Locations**
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	May-2008	Jun-2008	% Change
Total Internet :			
Total Audience	55,705	56,220	1
Adobe Sites	5,619	6,842	22
ITMEDIA.CO.JP	3,358	4,024	20
FRESHEYE.COM	3,317	3,940	19
SOFTBANK.JP	2,325	2,679	15
YOMIURI.CO.JP	4,567	5,251	15
Lycos Sites	2,228	2,511	13
TBS.CO.JP	4,205	4,733	13
Japan Airlines	2,286	2,537	11
CNET Networks	2,716	2,948	9
IZA.NE.JP	6,507	7,061	9

* Ranking based on the top 100 Japanese properties in June 2008.

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

Top 10 Properties for June 2008

Yahoo! Sites maintained its strong #1 position in the Japanese market with more than 46 million visitors in June, an increase of 2 percent from May. Google Sites captured the #2 spot with nearly 36 million visitors, followed by Rakuten Inc. with 30.8 million visitors.

Top 10 Properties by Number of Japanese Unique Visitors
 June 2008 vs. May 2008
 Total Japan, Age 15+ - Home and Work Locations*
 Source: comScore World Metrix

Property	Total Unique Visitors (000)		
	May-2008	Jun-2008	% Change
Total Internet :			
Total Audience	55,705	56,220	1
Yahoo! Sites	45,039	46,103	2
Google Sites	35,616	35,851	1
Rakuten Inc	30,433	30,800	1
FC2 inc.	28,297	28,653	1
Microsoft Sites	28,797	28,593	-1
NTT Group	27,987	27,843	-1
GMO Internet Group	24,138	24,159	0
Livedoor	22,832	23,217	2
Wikipedia Sites	22,338	22,591	1
Nifty Corporation	23,641	22,474	-5

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

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