

## Americans Reach Out, Log On During Turbulent September

### Relief Organizations, Government Agencies and Religious Groups See Increased Traffic as Historic Hurricane Season Continues

**RESTON, VA, October 28, 2005** - Battered by Hurricanes Katrina and Rita, the U.S. Gulf Coast region was given a boost by Americans across the country through donations, volunteerism, and other gestures of support - often shown online. According to the latest monthly analysis from comScore Media Metrix, visitation to sites offering relief and assistance to victims reached unprecedented levels in September 2005.

"The Internet's role in these disasters has been multi-dimensional," said Peter Daboll, president and CEO of comScore Media Metrix. "Human outreach in the wake of these disasters has proven that the Internet is truly a community of communities, bringing together people and services to play critical roles in the process of recovery and rejuvenation."

The American Red Cross site, RedCross.org, saw 9.6 million visitors in September 2005 - more than five times the amount of traffic it saw in August 2005 - making it the highest-gaining property for the month. The second-highest gaining property was FEMA.gov, the Web home of the Federal Emergency Management Agency. FEMA had 4.9 million visitors in September 2005, a 369-percent increase from August traffic totals.

Beyond major government and relief organization sites, many Americans visited smaller, "grassroots" sites to aid in hurricane relief. The highest-gaining category in terms of growth was Religion, which climbed 10 percent to reach 14.9 million unique visitors in September 2005. Religion sites became destinations for those looking to help others as well as themselves, as daily commentaries, audio broadcasts, and e-greetings were popular destinations at these sites.

### AROUND THE WEB

**Fall TV Guides Viewers To The Web** - The Entertainment - Television category grew eight percent in September 2005 to 69.3 million unique visitors as consumers embraced the new Fall television season. The top-gaining network television site in September 2005 was ABC.COM with 7.6 million unique visitors, up 90 percent over its August tally. The network's increased traffic was boosted by fans interested in its hit shows, including "Alias", "Desperate Housewives", and "Lost". AOL Television (10.6 million unique visitors, up 45 percent), MSN Television (10.2 million unique visitors, up 76 percent), and Yahoo! TV (8.3 million unique visitors, up 30 percent) held the top three spots in the category.

**"Sharing" The Wealth** - September brought lower consumer confidence, and a concurrent rise in consumer focus on financial resources. This effect was apparent in traffic to the Online Trading category, which increased seven percent to 11.7 million unique visitors in September. The category's top site was Fidelity Investments (3.7 million unique visitors), followed by ShareBuilder.com (2.5 million unique visitors), and Ameritrade.com (1.3 million unique visitors).

**Pharmacy Sites Move Beyond Drugs** - In September, online pharmacy sites received 15.8 million unique visitors, up six percent from August, continuing a trend of growth sparked by increased marketing and expanded product offerings. Drugstore.com enjoyed a 15-percent increase in visitation to 3.7 million, making it the largest pharmacy site online. Walgreens.com enjoyed similar success with 17-percent growth fueled by a special digital photo promotion with SnapFish.

## MOVERS AND SHAKERS

**SportingBet PLC** - The return of college and pro football seasons helped this sports betting property rise 82 percent to 5.4 million unique visitors, driven largely by triple-digit growth at SportsBook.com.

**NationalGeographic.com** - The site that accompanies the long-time magazine institution saw 5.4 million unique visitors in September 2005, up 63 percent from August. There was heavy interest in content on the aftermath of Hurricane Katrina and a gallery featuring the first deep-sea photos of a live giant squid.

**Lexico Publishing Group** - The company behind Reference.com and Dictionary.com enjoyed a 48-percent visitation increase to 9.5 million unique visitors in September 2005 as students returned to school and began using these services more frequently.

**TABLE 1**

Top Ten Gaining Properties by Percentage Change in Unique Visitors*				
September 2005 vs. August 2005 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix				
Property	Aug-05 (000)	Sep-05 (000)	Percentage Change	Rank by Unique Visitors
<i>Total Internet Population</i>	168,482	169,232	0%	N/A
RedCross.org	1,745	9,579	449%	75
FEMA.gov	1,040	4,875	369%	166
SportingBet PLC	2,967	5,397	82%	147
NationalGeographic.com	2,075	3,375	63%	246
Lexico Publishing Group	6,444	9,514	48%	77
Belo	4,068	5,965	47%	127
SnapFish	2,744	3,953	44%	205
Equifax Inc.	2,437	3,509	44%	235
CSTV: College Sports TV	5,277	7,554	43%	104
AnnualCreditReport.com	2,469	3,472	41%	237

\*Ranking based on the top 250 properties in September 2005

**TABLE 2**

Top Ten Gaining Categories by Unique Visitors September 2005 vs. August 2005 Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix

	Aug-05	Sep-05	Percentage
	(000)	(000)	Change
<i>Total Internet Population</i>	168,482	169,232	0%
Community - Religion	12,610	13,897	10%
Retail - Mall	28,198	30,403	8%
Entertainment - TV	64,421	69,280	8%
Business/Finance - Online Trading	10,914	11,672	7%
Health - Pharmacy	14,901	15,836	6%
Education - Information	42,488	44,818	5%
News/Information - General News	92,961	97,046	4%
Sports	60,917	63,480	4%
Government	76,075	79,104	4%
Community - Teens	24,521	25,268	3%

**TABLE 3**

<b>Top 50 Properties</b>					
<b>September 2005</b>					
<b>Total U.S. Home, Work, and University Locations</b>					
<b>Unique Visitors (000)</b>					
<b>Source: comScore Media Metrix</b>					
Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	169,232			
1	Yahoo! Sites	123,375	26	Trip Network Inc.	19,220
2	Time Warner Network	119,056	27	Apple Computer, Inc.	19,132
3	MSN-Microsoft Sites	114,948	28	Bank of America	18,908
4	Google Sites	87,558	29	ESPN	18,763
5	eBay	70,072	30	CareerBuilder LLC	18,648
6	Amazon Sites	43,094	31	Shopzilla.com Sites	17,021
7	Ask Jeeves	41,499	32	Weatherbug Property	16,952
8	Viacom Online	38,561	33	Infospace Network	16,634
9	New York Times Digital	33,672	34	OVERSTOCK.COM	16,308
10	Verizon Communications Corporation	32,610	35	Department of Commerce	16,267
11	Walt Disney Internet Group (WDIG)	31,574	36	News Corp. Online	16,047
12	CNET Networks	29,509	37	NFL Internet Group	16,010
13	United Online, Inc	28,855	38	Comcast Corporation	15,947
14	Expedia Inc	28,124	39	Earthlink	15,356

15	Weather Channel, The	27,940	40	E.W. Scripps	15,348
16	Vendare Media	27,864	41	Citysearch	14,375
17	Monster Worldwide	25,792	42	Dell	13,736
18	Lycos, Inc.	25,720	43	Sony Online	13,712
19	Wal-Mart	22,980	44	Cox Enterprises Inc.	13,658
20	MYSFACE.COM	21,640	45	Wikipedia Sites	13,583
21	Target Corporation	20,849	46	Capital One	13,493
22	Real.com Network	20,838	47	Ticketmaster	13,439
23	Gannett Sites	20,818	48	iVillage.com: The Women's Network	13,308
24	AT&T Properties	20,090	49	Adobe Sites	13,051
25	Gorilla Nation Media	20,012	50	Citigroup	13,013

TABLE 4

Ad Focus Ranking							
September 2005							
Total U.S. Home, Work, and University Locations							
Unique Visitors (000)							
Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	169,232	100%				
1	Advertising.com**	133,059	79%	26	Vendare Media	27,864	16%
2	Yahoo!	120,858	71%	27	CNN	26,180	15%
3	AOL Media Network	111,807	66%	28	WEATHER.COM	26,097	15%
4	Fastclick**	107,038	63%	29	Lycos Network	25,625	15%
5	MSN	100,330	59%	30	MYSFACE.COM	21,640	13%
6	AOL	88,467	52%	31	CareerBuilder Network	20,215	12%
7	GOOGLE.COM*	84,155	50%	32	ESPN	18,763	11%
8	Vendare Media - TrafficMarketplace**	83,116	49%	33	Disney Online	17,561	10%
9	Tribal Fusion**	79,855	47%	34	WeatherBug	16,692	10%
10	YAHOO.COM Home Page	76,482	45%	35	SuperPages Network	16,405	10%
11	Casale Media Network**	74,466	44%	36	CLASSMATES.COM	16,190	10%
12	ValueClick Media**	62,762	37%	37	REAL.COM*	15,726	9%
13	EBAY.COM	62,019	37%	38	CHEAPTICKETS.COM	15,045	9%
14	Blue Lithium**	60,352	36%	39	CNET	14,750	9%
15	24/7 Real Media**	59,748	35%	40	MaxOnline**	14,609	9%
	Gorilla Nation Media						

16	Network	57,964	34%
17	MSN.COM Home Page	53,995	32%
18	BURST! Media**	53,301	31%
19	Ask Jeeves	41,499	25%
20	EBAY.COM Home Page	38,927	23%
21	MSNBC	31,843	19%
22	Mamma Media Solutions**	31,673	19%
23	Business.com Network	30,171	18%
24	Expedia Inc	28,124	17%
25	ABOUT.COM	27,875	16%

41	CITYSEARCH.COM*	14,198	8%
42	COOLSAVINGS.COM Total Activity	14,072	8%
43	WebMD Health Network	13,845	8%
44	Travelocity All	13,798	8%
45	CNN.COM Home Page	13,724	8%
46	IMDB.COM	13,447	8%
47	iVillage.com: The Women's Network	13,308	8%
48	FOX Sports on MSN	12,901	8%
49	WhitePages Network	12,847	8%
50	TICKETMASTER.COM	12,786	8%

#### About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

#### About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 patent-pending technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants 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 global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit [www.comscore.com](http://www.comscore.com).

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