

## 2007 Online Holiday Shopping Season Surpasses \$29 Billion in Sales, Up 19 Percent Versus Year Ago

### Monday, December 10 was Heaviest Online Spending Day of the Season with \$881 Million Week Ending December 16 was Heaviest Week of the Season with \$4.7 Billion in Spending

RESTON, Va., Jan 07, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its final update of holiday season e-commerce spending for the 2007 holiday season (November 1 - December 31). \$29.2 billion was spent online during the holiday season, marking a 19-percent gain versus the same period last year.

2007 vs. 2006 Full Holiday Season (November 1 - December 31)  
 Non-Travel (Retail) Spending  
 Excludes Auctions and Large Corporate Purchases  
 Total U.S. - Home/Work/University Locations  
 Source: comScore, Inc.

Holiday Season to Date	Billions (\$)		Pct Change
	2006	2007	
November 1 - December 31	\$24.57	\$29.17	19%
Thanksgiving Day (November 22)	\$ 0.21	\$ 0.27	29%
"Black Friday" (November 23)	\$ 0.43	\$ 0.53	22%
"Cyber Monday" (November 26)	\$ 0.61	\$ 0.73	21%
"Green Monday" (December 10)	\$ 0.66	\$ 0.88	33%

"This year's online holiday shopping season has concluded with a record \$29 billion in spending, a 19-percent gain versus year ago," said comScore Chairman Gian Fulgoni. "Ultimately, the softness in the growth of online retail sales during the first ten days of November proved difficult to overcome and prevented the season's growth rate from reaching our forecast of 20 percent. However, the period between Thanksgiving and Christmas -- another measure of the strength of the holiday season -- experienced a healthier 21-percent growth rate."

#### Top 10 Online Spending Days of the 2007 Holiday Season

"Green Monday" (Monday, December 10) was the heaviest individual spending day of the season with \$881 million in sales, followed by Tuesday, December 11 (\$819 million) and Thursday, December 6 (\$803 million) "Cyber Monday" (Monday, November 26), which represents the first major spike in online spending activity during the season, ranked as the 9th heaviest day with \$733 million.

Top 10 Online Spending Days of 2007 Holiday Season  
 Non-Travel (Retail) Spending  
 Excludes Auctions and Large Corporate Purchases  
 Total U.S. - Home/Work/University Locations  
 Source: comScore, Inc.

Day	Dollars Spent (\$ Millions)
Monday, December 10 ("Green Monday")	\$881
Tuesday, December 11	\$819
Thursday, December 6	\$803
Wednesday, December 5	\$798
Tuesday, December 4	\$776

Wednesday, December 12	\$754
Monday, December 3	\$753
Friday, December 7	\$734
Monday, November 26 ("Cyber Monday")	\$733
Thursday, November 29	\$733

### Fastest Growing Product Categories in 2007 Holiday Season

Video games, consoles & accessories was the fastest growing online retail category, jumping 129 percent versus the 2006 holiday season, with popular consoles like Nintendo Wii and Sony PlayStation and games like Halo 3 driving strong sales in the category. Furniture, appliances & equipment (up 67 percent), event tickets (up 24 percent) and consumer electronics (up 23 percent) also experienced above average growth. After seeing substantial softness early in the season, online apparel sales picked up considerably in the latter part of the season, finishing up 18 percent. Meanwhile, sales of jewelry & watches declined marginally versus year ago as rising costs in precious metals like gold and platinum may have dampened consumer demand.

Fastest Growing Retail E-Commerce Categories by Dollar Sales for 2007  
 Holiday Season  
 Non-Travel (Retail) Spending  
 Excludes Auctions and Large Corporate Purchases  
 Nov. 1 - Dec. 31, 2007 vs. 2006  
 Total U.S. - Home/Work/University Locations  
 Source: comScore, Inc.

Retail Category	Percent Change in Category Sales (\$)
Video Games, Consoles & Accessories	129%
Furniture, Appliances & Equipment	67%
Event Tickets	24%
Consumer Electronics	23%
Apparel & Accessories	18%
Sport & Fitness	16%
Toys	16%
Computer Hardware	15%
Music, Movies & Videos	13%
Books & Magazines	13%

### Weekly Online Holiday Retail Sales

The heaviest spending week during the 2007 holiday season was the week ending December 16, with \$4.7 billion in online sales, edging out the week ending December 9, which saw \$4.6 billion. The week ending November 18 showed the strongest growth rate (26 percent) versus the corresponding week in 2006, while the week ending November 4 showed the softest growth (4 percent).

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080107/AQM221>)

Please contact [press@comscore.com](mailto:press@comscore.com) to receive the data behind the above for use in graphical representation.

### About comScore

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,

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