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comScore Media Metrix Ranks Top 50 U.S. Web Properties for May 2012

Millions Shop For Mom at Flowers, Gifts and Jewelry Sites

Memorial Day BBQs Spark Wave of Traffic to Food Retailer Sites

RESTON, VA, June 22, 2012 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. web activity at the top online properties for May 2012 based on data from the [comScore Media Metrix](#) service. Shopping for Mother’s Day created a buzz online at Flowers, Gifts and Jewelry sites. Later in the month, Americans prepped for Memorial Day barbecues with family and friends at Food Retailer sites.

“May began with millions of Americans turning to the Web to find the perfect gift or e-card for Mom in time for Mother’s Day,” said Jeff Hackett, executive vice president of comScore. “But by the end of the month they were ready to break out the grill for Memorial Day barbecues, generating a big increase in traffic to Food Retailer websites as consumers looked for specials, savings and recipe ideas.”

Web Aids in Mother’s Day Shopping

Flowers, Gifts and Greetings sites ranked as the top-gaining category, jumping 23 percent in May as more than 28 million people looked for a special gift for Mom in time for Mother’s Day. ProFlowers.com came in at the top of the leaderboard with 5.8 million visitors, posting a 147-percent increase versus April. AmericanGreetings Property ranked second with 3.7 million visitors (up 4 percent), followed by Gifts.com with 3.4 million (up 7 percent), 1-800-Flowers.com, Inc. with 2.6 million (up 83 percent) and PartyCity.com with 2.1 million (up 11 percent). FTD.com drew nearly 2 million visitors (up 150 percent), followed by Hallmark.com with 1.3 million (up 21 percent) and Teleflora.com with 1.3 million (up 168 percent).

Some Americans opted to send e-cards during the month, whether for Mother's Day, Graduation or other occasions, earning the category a spot among the top-gainers. Evite.com ranked #1 in the category with 8.7 million visitors (up 15 percent), followed by AG Interactive with 2.6 million (up 12 percent), SomeEcards.com with 2.2 million (up 8 percent) and 123Greetings.com with 1.9 million (up 10 percent).

Jewelry, Luxury Goods and Accessories were a popular choice for Moms, with the category growing 7 percent in May to nearly 20 million visitors. 6PM.com led the category with 2.2 million visitors, followed by Coach.com with 1.3 million (up 23 percent), RedEnvelope.com with 1.1 million (up 177 percent), Zale Corporation with 1.1 million (up 9 percent) and BradfordExchange.com with 1.1 million (up 9 percent).

Americans Ready the Grill at Food Sites

Memorial Day weekend had millions of Americans planning backyard barbeques, picnics and parties with family and friends, creating a spike in traffic at Food Retailer sites. The category grew 8 percent to nearly 16 million visitors looking for specials, coupons and exclusive grocer recipes. The Kroger Co. took the top spot with 3.1 million visitors (up 21 percent), followed by Safeway.com with 1.3 million (up 14 percent), Berries.com with 980,000 (up 225 percent) and OmahaSteaks.com with 781,000 (up 12 percent). DunkinDonuts.com ranked fifth with 580,000 (up 38 percent), while FoodLion.com saw 560,000 (up 24 percent) and The Schwan Food Company saw 504,000 (up 6 percent).

Top 50 Properties

Google Sites ranked as the #1 property in May with 189 million visitors, followed by Yahoo! Sites with 167 million, Microsoft Sites with 164 million and Facebook.com with 158 million. Liberty Media Holding Corporation and Verizon Communications Corporation earned a spot on the chart at #43 and #49, respectively.

Top 50 Ad Focus Ranking

Google Ad Network led the May Ad Focus ranking with a reach of 92.5 percent of Americans online, followed by Rubicon Project REVV Platform (90.6 percent), AOL Advertising (84.1 percent), Google (82.3 percent) and AT&T AdWorks (81.7 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) May 2012 vs. April 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Apr-12	May-12	% Change	
<i>Total Internet : Total Audience</i>	221,709	221,163	0	N/A
DexOne	4,863	6,731	38	250
Dell	7,189	9,184	28	184
NameMedia	6,445	8,076	25	203
Liberty Media Holding Corporation	21,528	25,821	20	43
Intergi Entertainment And Games	13,510	16,008	18	96
SoundCloud.com	5,949	6,978	17	242
Coolmath.com Inc	10,181	11,900	17	136
The Mozilla Organization	17,585	20,275	15	70
Superpages.com Network	13,758	15,851	15	98
ABC Television	7,790	8,909	14	189

*Ranking based on the top 250 properties in May 2012. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) May 2012 vs. April 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Apr-12	May-12	% Change
<i>Total Internet : Total Audience</i>	221,709	221,163	0
Retail – Flowers/Gifts/Greetings	22,814	28,096	23
Community – Gay/Lesbian	7,825	9,001	15
Services – e-cards	20,198	21,882	8
Retail – Food	14,779	15,992	8
Health	159,404	170,979	7
Retail – Jewelry/Luxury Goods/Accessories	18,590	19,883	7
Community – Teens	44,670	47,682	7
Games – Gaming Information	69,370	73,488	6
Travel – Hotels/Resorts	32,723	34,613	6
Retail – Mall	13,962	14,703	5

Table 3

comScore Top 50 Properties (U.S.) May 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix						
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	221,163				
1	Google Sites	188,850		26	LinkedIn.com	37,586
2	Yahoo! Sites	167,392		27	Technorati Media	37,165
3	Microsoft Sites	163,747		28	AT&T Interactive Network	37,114
4	Facebook.com	158,014		29	NetShelter Technology Media	36,134
5	AOL, Inc.	110,355		30	Myspace	32,650
6	Amazon Sites	99,430		31	Yelp.com	32,403
7	Ask Network	90,738		32	Meredith Women's Network	31,781
8	Wikimedia Foundation Sites	86,482		33	Disney Online	31,620
9	Glam Media	86,026		34	ESPN	31,058
10	Apple Inc.	80,637		35	Tribune Interactive	30,869
11	Comcast NBCUniversal	73,979		36	Adobe Sites	30,707
12	CBS Interactive	73,890		37	BuzzMedia	30,462
13	New York Times Digital	73,773		38	Fox News Digital Network	28,848
14	Turner Digital	73,642		39	Break Media	28,793
15	eBay	71,885		40	Alloy Digital Network	28,077
16	Viacom Digital	70,338		41	Netflix.com	27,580
17	Demand Media	68,298		42	Everyday Health	27,488
18	Federated Media Publishing	61,452		43	Liberty Media Holding Corporation	25,821
19	VEVO	56,949		44	Internet Brands, Inc.	25,814
20	craigslist, inc.	52,015		45	BitTorrent Network	25,536
21	Weather Channel, The	49,819		46	Tumblr.com	25,298
22	Gannett Sites	48,033		47	Scripps Networks Interactive Inc.	24,195
23	Answers.com Sites	47,614		48	Cox Enterprises Inc.	23,479
24	Wal-Mart	42,353		49	Verizon Communications Corporation	23,189
25	Twitter.com	41,642		50	Discovery Digital Media Sites	23,105

Table 4

comScore Ad Focus Ranking (U.S.) May 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	221,163	100.0				
1	Google Ad Network**	204,589	92.2	26	YouTube.com*	126,453	57.2
2	Rubicon Project REVV Platform**	200,458	88.0	27	Adconion Media Group**	120,107	54.3
3	AOL Advertising**	186,099	83.7	28	Undertone**	119,423	54.0
4	Google	182,121	82.5	29	AdBlade Network**	116,779	52.8
5	AT&T AdWorks**	180,637	81.1	30	MSN	112,496	50.9
6	Yahoo! Network Plus**	177,029	80.3	31	AOL, Inc.	110,355	49.9
7	ValueClick Networks**	176,489	79.5	32	CPX Interactive**	104,710	47.3
8	24/7 Real Media Global Web Alliance**	174,464	78.6	33	Rocket Fuel**	93,533	42.3
9	ShareThis	174,191	77.9	34	Meebo	92,278	41.7
10	Microsoft Media Network US**	170,404	77.7	35	Ask Network	90,738	41.0
11	PulsePoint**	170,179	77.5	36	Bing	86,533	39.1
12	Specific Media**	167,912	77.1	37	Wikipedia.org*	86,115	38.9
13	Yahoo! Sites	167,392	76.9	38	Glam Media	86,026	38.9
14	Tribal Fusion**	161,983	73.9	39	Amazon.com*	84,447	38.2
15	AdBrite**	161,069	72.2	40	Technorati Media**	79,411	35.9
16	Casale Media - MediaNet**	160,146	71.6	41	Monster Career Ad Network (CAN)**	77,759	35.2
17	Collective Display**	159,386	71.0	42	Windows Live	69,570	31.5
18	Facebook.com	158,014	70.3	43	Kontera**	69,349	31.4
19	RadiumOne**	150,591	69.9	44	Demand Media	68,298	30.9
20	Vibrant Media**	149,752	68.6	45	Redux Media - Reach & Response Network**	64,612	29.2
21	interclick**	147,079	65.4	46	Federated Media Publishing	61,452	27.8
22	Cox Digital Solutions - Network**	142,668	63.5	47	RMM (formerly Red McCombs Media)**	60,552	27.4
23	AudienceScience**	138,790	62.9	48	Dedicated Media**	58,877	26.6
24	Smowtion Ad Network**	130,303	57.5	49	About	58,604	26.5
25	Burst Media**	128,171	57.3	50	Brand.net Network**	57,622	26.1

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in May. For instance, Yahoo! Sites was seen by 76.9 percent of the 221 million Internet users in May.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

Note: Rubicon Project REVV Platform** is a real time advertising platform that is part of the overall Display Ad Ecosystem and is not a traditional Advertising Network. To reflect the inclusion of platforms and exchanges in comScore reporting, comScore has expanded the scope of its existing Advertising Networks category to represent the larger ad ecosystem with May 2012 data.

About comScore Media Metrix

comScore Media Metrix provides industry-leading Internet audience measurement services that report 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 reports are used by financial analysts, advertising agencies, publishers and marketers. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.