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

*Americans Tuned into 2012 Presidential Election Coverage at Political News Sites*

*Halloween, Sweetest Day and Early Holiday Shopping Generate Traffic Boost at Retail Sites*

**RESTON, VA, November 21, 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 October 2012 based on data from the [comScore Media Metrix](#) service. As Election Day neared, millions of Americans visited Political News sites for up-to-date coverage on the Presidential campaigns, debates and the latest polls. Americans also browsed retail sites for Halloween costumes, Sweetest Day gifts and early holiday shopping.

“Political News sites served as an important resource for Americans seeking the latest in the 2012 Presidential race, with the category reaching an all-time high of more than 60 million visitors in October,” said Jeff Hackett, executive vice president of comScore. “Increased traffic was also seen at Retail sites for those browsing costumes for Halloween and gifts for Sweetest Day, and we even saw signs of an early start to the holiday shopping season at Apparel and Toy sites.”

**Presidential Race Propels Record Traffic to Political News Sites**

The Political News category reached record-breaking levels in October as Election Day neared. The category attracted more than 60 million visitors during the month, up 30 percent versus September. HuffPost Politics ranked #1 with 15.4 million (up 25 percent), followed by CNN Politics with 13.5 million (up 56 percent) and NBCNews.com Politics with 11 million (up 31 percent). BarackObama.com ranked #4 in the category with 8.4 million visitors (up 29 percent), while MittRomney.com ranked #8 with 3.8 million visitors (up 71 percent).

## **Approaching Holiday Season Ignites Online Shopping at Retail Sites**

Flowers, Gifts and Greetings represented the fastest-growing category in October, as Americans shopped for Halloween costumes and decorations and Sweetest Day gifts for loved ones. The category grew 31 percent to 26.7 million visitors during the month. PartyCity.com doubled its traffic in October to earn the #1 spot in the category as a popular Halloween retailer with 7.8 million visitors. AmericanGreetings Property ranked second with 3.4 million visitors (up 21 percent), followed by Gifts.com with 2.7 million (up 38 percent), 1-800-Flowers.Com, Inc. with 1.5 million and ProFlowers.com with 1.1 million (up 27 percent).

Toy sites experienced an early holiday shopping boost, growing 10 percent to 18.4 million visitors in October. Toysrus Sites led the category with 8.1 million visitors (up 12 percent), followed by The LEGO Group with 2.8 million, Disney Shopping with 1.8 million (up 25 percent), AmericanGirl.com with 1.2 million (up 42 percent) and Fisher Price with 976,000 (up 31 percent).

Apparel sites benefited from early holiday shoppers as well as Halloween costume shoppers, reaching 72.8 million visitors during the month (up 9 percent). Zappos Sites ranked first with 9.3 million (up 14 percent), followed by Nordstrom.com with 6.9 million (up 7 percent), Limitedbrands with 6.1 million (up 4 percent), Nike with 5.2 million (up 3 percent) and OldNavy with 4.8 million (up 11 percent). BuyCostumes.com ranked #7 in the category with 3.8 million visitors, while HalloweenCostumes.com ranked #12 with 2.5 million visitors (up 165 and 195 percent, respectively.)

## **Top 50 Properties**

Google Sites ranked as the #1 property in October with 190 million visitors, followed by Yahoo! Sites with 170 million, Microsoft Sites with 169 million and Facebook.com with 149 million. Traffic to The Weather Channel property jumped 6 spots to #18 as Americans tracked the path of Hurricane Sandy. Fox News Digital Network and The Washington Post Company saw an influx in traffic seeking news and election coverage, climbing 13 and 12 positions in the ranking to #27 and #36, respectively.

## **Ad Focus Rankings**

comScore has expanded its ad focus reporting to provide additional granularity in the classification of ad publishers, networks and other platforms that comprise the ecosystem.

Among syndicated Ad Focus entities, ShareThis ranked first in October with a 94.5-percent reach of Americans online, followed by Google (83.4 percent), Outbrain (77.4 percent), Yahoo! Sites (77.2 percent) and Facebook.com (67.9 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.7-percent reach, followed by Specific Media (85.2 percent), AOL Advertising (84.8 percent), Genome from Yahoo! (83.3 percent) and AT&T AdWorks (83.3 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 96.9 percent of Americans online.

**Table 1**

| <b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)<br/>October 2012 vs. September 2012<br/>Total U.S. – Home, Work and University Locations<br/>Source: comScore Media Metrix</b> |                                    |               |                 |                                |
|--|------------------------------------|---------------|-----------------|--------------------------------|
|  | <b>Total Unique Visitors (000)</b> |               |                 | <b>Rank by Unique Visitors</b> |
|  | <b>Sep-12</b>                      | <b>Oct-12</b> | <b>% Change</b> |                                |
| <i>Total Internet : Total Audience</i>   | 219,970                            | 219,722       | 0               | N/A                            |
| PartyCity.com  | 3,851                              | 7,810         | 103             | 223                            |
| Babylon.com  | 13,301                             | 21,742        | 63              | 71                             |
| TheDailyBeast.com  | 5,001                              | 7,955         | 59              | 219                            |
| Department of Commerce   | 7,713                              | 11,453        | 48              | 159                            |
| Politico.com   | 5,530                              | 7,861         | 42              | 221                            |
| Zynga  | 9,506                              | 13,245        | 39              | 132                            |
| ABC Television   | 7,069                              | 9,793         | 39              | 179                            |
| Interactive One  | 5,740                              | 7,814         | 36              | 222                            |
| AccuWeather Sites  | 8,222                              | 11,033        | 34              | 166                            |
| Weather Underground  | 8,210                              | 10,646        | 30              | 173                            |

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

**Table 2**

| <b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.)<br/>October 2012 vs. September 2012<br/>Total U.S. – Home, Work and University Locations<br/>Source: comScore Media Metrix</b> |                                    |               |                 |
|--|------------------------------------|---------------|-----------------|
|  | <b>Total Unique Visitors (000)</b> |               |                 |
|  | <b>Sep-12</b>                      | <b>Oct-12</b> | <b>% Change</b> |
| <i>Total Internet : Total Audience</i>   | 219,970                            | 219,722       | 0               |
| Retail – Flowers/Gifts/Greetings   | 20,352                             | 26,694        | 31              |
| News/Information – Politics  | 46,650                             | 60,498        | 30              |
| Health – Pharmacy  | 5,498                              | 7,065         | 28              |
| Business/Finance – Taxes   | 4,787                              | 6,045         | 26              |
| Community – Green  | 23,388                             | 27,484        | 18              |
| News/Information – Weather   | 71,762                             | 83,197        | 16              |
| Community – Gay/Lesbian  | 8,555                              | 9,790         | 14              |
| Retail – Toys  | 16,683                             | 18,393        | 10              |
| Services – e-cards   | 17,452                             | 19,028        | 9               |
| Retail – Apparel   | 67,003                             | 72,777        | 9               |

Table 3

| comScore Top 50 Properties (U.S.)<br>October 2012<br>Total U.S. – Home, Work and University Locations<br>Source: comScore Media Metrix |  |                       |  |      |                                   |                       |
|--|--|-----------------------|--|------|-----------------------------------|-----------------------|
| Rank   | Property                               | Unique Visitors (000) |  | Rank | Property                          | Unique Visitors (000) |
|  | <i>Total Internet : Total Audience</i> | 219,722               |  |      |                                   |                       |
| 1  | Google Sites                           | 189,679               |  | 26   | Wal-Mart                          | 40,695                |
| 2  | Yahoo! Sites                           | 169,672               |  | 27   | Fox News Digital Network          | 35,463                |
| 3  | Microsoft Sites                        | 169,217               |  | 28   | Tribune Interactive               | 35,357                |
| 4  | FACEBOOK.COM                           | 149,135               |  | 29   | Meredith Women's Network          | 35,349                |
| 5  | AOL, Inc.                              | 114,211               |  | 30   | New York Times Digital            | 35,298                |
| 6  | Ask Network                            | 110,076               |  | 31   | YP Local Media Network            | 34,892                |
| 7  | Glam Media                             | 109,593               |  | 32   | WebMD Health                      | 34,762                |
| 8  | Amazon Sites                           | 108,736               |  | 33   | YELP.COM                          | 34,725                |
| 9  | Wikimedia Foundation Sites             | 88,770                |  | 34   | Adobe Sites                       | 33,657                |
| 10   | CBS Interactive                        | 87,987                |  | 35   | Disney Online                     | 32,602                |
| 11   | Turner Digital                         | 86,160                |  | 36   | The Washington Post Company       | 30,849                |
| 12   | Demand Media                           | 81,330                |  | 37   | Dictionary.com Network            | 30,728                |
| 13   | Apple Inc.                             | 78,658                |  | 38   | NetShelter Technology Media       | 30,568                |
| 14   | Federated Media Publishing             | 73,817                |  | 39   | BUZZMEDIA                         | 30,440                |
| 15   | eBay                                   | 72,885                |  | 40   | TUMBLR.COM*                       | 29,369                |
| 16   | Viacom Digital                         | 69,820                |  | 41   | Technorati Media                  | 29,120                |
| 17   | Comcast NBCUniversal                   | 69,737                |  | 42   | Myspace                           | 28,829                |
| 18   | Weather Channel, The                   | 57,216                |  | 43   | Everyday Health                   | 28,562                |
| 19   | Gannett Sites                          | 52,562                |  | 44   | NETFLIX.COM                       | 28,215                |
| 20   | Answers.com Sites                      | 52,491                |  | 45   | Scripps Networks Interactive Inc. | 27,090                |
| 21   | VEVO                                   | 51,202                |  | 46   | PINTEREST.COM                     | 26,739                |
| 22   | craigslist, inc.                       | 47,731                |  | 47   | INSTAGRAM.COM                     | 26,425                |
| 23   | ESPN                                   | 44,443                |  | 48   | Liberty Media Holding Corporation | 26,133                |
| 24   | Linkedin                               | 43,002                |  | 49   | SheKnows (Evolve Media Corp.)     | 26,017                |
| 25   | TWITTER.COM                            | 40,840                |  | 50   | Target Corporation                | 26,003                |

Table 4

| comScore Ad Focus Rankings (U.S.)<br>October 2012<br>Total U.S. – Home, Work and University Locations<br>Source: comScore Media Metrix |  |                       |         |   |  |                       |         |
|--|--|-----------------------|---------|---|--|-----------------------|---------|
| Top 30 Syndicated Ad Focus Entities  |  |                       |         | Top 20 Ad Networks/Buy Side Networks    |  |                       |         |
| Rank   | Property                               | Unique Visitors (000) | % Reach | Rank                                    | Property                               | Unique Visitors (000) | % Reach |
|  | <i>Total Internet : Total Audience</i> | 219,722               | 100.0   |   | <i>Total Internet : Total Audience</i> | 219,722               | 100.0   |
| 1  | ShareThis                              | 207,629               | 94.5    | 1                                       | Google Ad Network**                    | 205,875               | 93.7    |
| 2  | Google                                 | 183,313               | 83.4    | 2                                       | Specific Media**                       | 187,146               | 85.2    |
| 3  | Outbrain                               | 170,052               | 77.4    | 3                                       | AOL Advertising**                      | 186,277               | 84.8    |
| 4  | Yahoo! Sites                           | 169,672               | 77.2    | 4                                       | Genome from Yahoo!**                   | 183,054               | 83.3    |
| 5  | FACEBOOK.COM                           | 149,135               | 67.9    | 5                                       | AT&T AdWorks**                         | 182,951               | 83.3    |
| 6  | YOUTUBE.COM*                           | 126,347               | 57.5    | 6                                       | Federated Media Publisher Network**    | 180,818               | 82.3    |
| 7  | MSN                                    | 116,248               | 52.9    | 7                                       | ValueClick Networks**                  | 176,457               | 80.3    |
| 8  | AOL, Inc.                              | 114,211               | 52.0    | 8                                       | Vibrant Media**                        | 176,386               | 80.3    |
| 9  | Ask Network                            | 110,076               | 50.1    | 9                                       | Real Media Group - 24/7 Access**       | 175,084               | 79.7    |
| 10   | Glam Media                             | 109,593               | 49.9    | 10                                      | Microsoft Media Network US**           | 167,830               | 76.4    |
| 11   | AMAZON.COM*                            | 90,057                | 41.0    | 11                                      | Casale Media - MediaNet**              | 167,003               | 76.0    |
| 12   | WIKIPEDIA.ORG*                         | 88,624                | 40.3    | 12                                      | Tribal Fusion**                        | 162,373               | 73.9    |
| 13   | Meebo                                  | 84,168                | 38.3    | 13                                      | Collective Display**                   | 161,401               | 73.5    |
| 14   | Bing                                   | 81,897                | 37.3    | 14                                      | PulsePoint**                           | 157,516               | 71.7    |
| 15   | Demand Media                           | 81,330                | 37.0    | 15                                      | RadiumOne**                            | 153,133               | 69.7    |
| 16   | Federated Media Publishing             | 73,817                | 33.6    | 16                                      | Burst Media**                          | 148,079               | 67.4    |
| 17   | 5min Media Platform                    | 67,693                | 30.8    | 17                                      | Cox Digital Solutions - Network**      | 145,699               | 66.3    |
| 18   | Windows Live                           | 66,977                | 30.5    | 18                                      | AudienceScience**                      | 134,964               | 61.4    |
| 19   | Weather Channel, The                   | 57,216                | 26.0    | 19                                      | Rocket Fuel**                          | 127,681               | 58.1    |
| 20   | Gannett Sites                          | 52,562                | 23.9    | 20                                      | Undertone**                            | 123,564               | 56.2    |
| 21   | Answers.com Sites                      | 52,491                | 23.9    |   |  |                       |         |
| 22   | APPLE.COM                              | 48,749                | 22.2    |   |  |                       |         |
|  |  |                       |         | <b>Top DSP/SSP/Ad Exchange Entities</b> |  |                       |         |
| 23   | CNN                                    | 46,982                | 21.4    | 1                                       | Rubicon Project REVV Platform**        | 212,975               | 96.9    |
| 24   | MTV Music Group                        | 45,287                | 20.6    |   |  |                       |         |
| 25   | ESPN                                   | 44,443                | 20.2    |   |  |                       |         |
| 26   | CBS News                               | 43,902                | 20.0    |   |  |                       |         |
| 27   | Linkedin                               | 43,002                | 19.6    |   |  |                       |         |
| 28   | TWITTER.COM                            | 40,840                | 18.6    |   |  |                       |         |
| 29   | IMDb                                   | 39,306                | 17.9    |   |  |                       |         |
| 30   | WALMART.COM                            | 37,030                | 16.9    |   |  |                       |         |

Note: Outbrain's traffic was understated due to a tagging issue for October 2012.

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in October. For instance, Yahoo! Sites was seen by 77.2 percent of the 220 million Internet users in October.

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

**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**

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