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## **comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2009**

### ***Halloween, Sweetest Day and Boss's Day Drive Traffic to e-Card and Gift Sites***

### ***Toy Retailers See Gains as Parents Get an Early Jump on Holiday Shopping***

**RESTON, VA, November 19, 2009** – 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 2009 based on data from the comScore Media Metrix service. A handful of lighthearted October celebrations boosted traffic to Flowers/Gifts/Greetings sites and e-Card sites. Many Americans chose to get a head start on their holiday shopping resulting in growth at online retail sites.

“October is consistently a high-activity month for gift and retail sites as Halloween and other seasonal celebrations drive traffic to these destinations,” said Jack Flanagan, executive vice president of comScore Media Metrix. “October also represents the early shopping period for those who want to get a head start on shopping for their friends and family.”

### **Warm Greetings as Season Changes**

e-Cards sites saw a seasonal boost in traffic with the celebration of Halloween, Boss's Day and Sweetest Day during October. The e-Cards category attracted 21.9 million Americans during the month, representing a 15-percent increase from September, making it the top-gaining category for the month. Evite.com led the category with more than 6.7 million visitors, up 9 percent from the previous month. MyFunCards.com grabbed the #2 position with 5.9 million visitors (up 48 percent), followed by AG Interactive with 3.6 million (up 18 percent) and 123Greetings.com with 2.5 million (up 19 percent).

The Flowers/Gifts/Greetings category grew to nearly 30 million visitors during the month, a 14-percent increase versus September, led by AmericanGreetings Property with 10.3 million visitors. Partycity.com ranked #2 in the category with 4.4 million Americans, up 147 percent, as visitors searched for Halloween costumes and party accessories. Hallmark.com grabbed the #3 position with 2.7 million visitors, followed

closely by Gifts.com with more than 2.6 million (up 22 percent) and Build-A-Bear Workshop, Inc. with 2 million visitors, a 20-percent increase.

### **Halloween Spurs Growth at Apparel Sites**

The search for the perfect Halloween costume had Americans rushing to Apparel sites in October, with the category growing 9 percent versus September. BuyCostumes.com ranked #1 in the category and more than doubled its audience to 9.1 million visitors. LimitedBrands placed second with 5.8 million visitors, followed by Zappos.com (5 million visitors), OldNavy.com (4.9 million visitors), and Celebrate Express Inc. (4.3 million visitors).

### **Traffic to Toy Sites Increase as the Holiday Season Approaches**

Toy sites grew 9 percent in October as some parents got an early start on holiday gift ideas. Toysrus Sites led the category growing 24 percent to 8.1 million visitors. The LEGO group attracted 3.4 million Americans, followed by Disney Shopping with 2 million visitors and AmericanGirl.com with 1.3 million visitors.

### **Top 50 Properties**

Google Sites ranked as the #1 property in October with 164 million visitors, followed by Yahoo! Sites with 158 million visitors and Microsoft Sites with 133 million visitors. Facebook.com held its #5 ranking with 97 million visitors, while Amazon Sites and Wikimedia Foundation Sites both jumped in the rankings, grabbing the #8 and #9 positions, respectively.

### **Top 50 Ad Focus Ranking**

AOL Advertising led the October Ad Focus ranking reaching 91 percent of Americans online. Yahoo! Network ranked second, reaching 88 percent of the population, followed by Google Ad Network with an 87-percent reach. Fox Audience Network climbed 3 positions to the #6 ranking with a reach of 80 percent.

Table 1

**comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)**  
**October 2009 vs. September 2009**  
**Total U.S. – Home, Work and University Locations**  
**Source: comScore Media Metrix**

	Total Unique Visitors (000)			Rank by Unique Visitors
	Sep-09	Oct-09	% Change	
<i>Total Internet : Total Audience</i>	198,378	198,218	0	N/A
TheStreet.com Sites	4,352	8,517	96	146
BuddyTV	3,114	5,319	71	238
General Motors	6,532	10,840	66	106
BROTHERSOFT.COM	3,664	5,460	49	227
Liberty Media Holding Corporation	11,153	16,601	49	67
FILESTUBE.COM	4,467	6,596	48	194
CDC.GOV	4,254	5,926	39	213
SUITE101.COM	5,878	7,594	29	163
Toysrus Sites	6,527	8,111	24	153
DAILYMOTION.COM	7,512	8,849	18	140

*\*Ranking based on the top 250 properties in October 2009. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 hybrid audience measurement.*

Table 2

**comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.)**  
**October 2009 vs. September 2009**  
**Total U.S. – Home, Work and University Locations**  
**Source: comScore Media Metrix**

	Total Unique Visitors (000)		
	Sep-09	Oct-09	% Change
<i>Total Internet : Total Audience</i>	198,378	198,218	0
e-cards	19,023	21,867	15
Flowers/Gifts/Greetings	26,162	29,953	14
Automotive - Manufacturer	23,150	26,501	14
Business/Finance - Online Trading	10,347	11,383	10
Retail - Apparel	58,135	63,434	9
Career Services & Development - Training and Education	8,971	9,770	9
Technology - News	59,694	65,005	9
Retail - Toys	18,870	20,546	9
Gay/Lesbian	3,699	3,969	7
Business to Business	37,777	40,292	7

Table 3

comScore Top 50 Properties (U.S.)

October 2009

Total U.S. – Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	<i>198,218</i>				
1	Google Sites	164,086		26	iVillage.com: The Womens Network	30,572
2	Yahoo! Sites	158,251		27	Verizon Communications Corporation	30,533
3	Microsoft Sites	132,618		28	NBC Universal	29,155
4	AOL LLC	98,515		29	Everyday Health	28,837
5	FACEBOOK.COM	97,372		30	ESPN	27,737
6	Ask Network	88,073		31	Target Corporation	27,101
7	Fox Interactive Media	82,862		32	Break Media	26,928
8	Amazon Sites	69,945		33	AT&T Interactive Network	26,662
9	Wikimedia Foundation Sites	69,492		34	NetShelter Technology Media	25,982
10	eBay	66,987		35	Gorilla Nation	25,725
11	Turner Network	63,558		36	The Mozilla Organization	25,567
12	CBS Interactive	59,086		37	Bank of America	25,025
13	Apple Inc.	58,622		38	Superpages.com Network	24,998
14	Glam Media	56,053		39	AT&T, Inc.	23,246
15	Answers.com Sites	55,974		40	Technorati Media	22,931
16	Demand Media	52,710		41	Federated Media Publishing	22,677
17	Viacom Digital	51,470		42	Weatherbug Property	22,034
18	New York Times Digital	50,217		43	Photobucket.com LLC	21,891
19	craigslist, inc.	44,090		44	Expedia Inc	21,809
20	Weather Channel, The	41,354		45	Gannett Sites	21,754
21	Comcast Corporation	38,661		46	Time Warner - Excluding AOL	21,459
22	Adobe Sites	38,075		47	Discovery Digital Media Sites	20,707
23	Disney Online	31,974		48	JPMorgan Chase Property	20,281
24	Wal-Mart	31,808		49	LINKEDIN.COM	20,024
25	WordPress	30,701		50	Real.com Network	19,992

Table 4

<b>comScore Ad Focus Ranking (U.S.)</b> <b>October 2009</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)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	198,218	100.0				
1	AOL Advertising**	180,422	91.0	26	Burst Media**	119,550	60.3
2	Yahoo! Network**	174,007	87.8	27	CPX Interactive**	104,925	52.9
3	Google Ad Network**	171,881	86.7	28	YOUTUBE.COM	100,691	50.8
4	Tremor Media - Potential Reach	165,310	83.4	29	TidalTV - Potential Reach	100,279	50.6
5	ValueClick Networks**	163,023	82.2	30	AOL Media Network	98,515	49.7
6	FOX Audience Network**	158,390	79.9	31	FACEBOOK.COM	97,372	49.1
7	Yahoo! Sites	158,251	79.8	32	Adify**	97,244	49.1
8	Specific Media**	157,564	79.5	33	MSN	95,181	48.0
9	Google	156,620	79.0	34	ADSDAQ by ContextWeb**	91,901	46.4
10	Microsoft Media Network US**	155,368	78.4	35	Undertone Networks**	91,422	46.1
11	BrightRoll Video Network - Potential Reach	152,694	77.0	36	Ask Network	88,073	44.4
12	24/7 Real Media**	150,133	75.7	37	Vibrant Media**	87,813	44.3
13	YuMe Video Network - Potential Reach	141,803	71.5	38	Pulse 360**	85,781	43.3
14	Traffic Marketplace**	140,104	70.7	39	NNN Total Newspapers: U.S.	80,606	40.7
15	Tribal Fusion**	137,633	69.4	40	ScanScout Network - Potential Reach	80,388	40.6
16	AudienceScience (formerly Revenue Science)**	137,157	69.2	41	IB Local Network	79,372	40.0
17	Collective Network**	134,162	67.7	42	Centro - Potential Reach	77,975	39.3
18	SpotXchange Video Ad Network - Potential Reach	133,903	67.6	43	Monster Career Ad Network (CAN)**	77,906	39.3
19	interCLICK**	132,198	66.7	44	ITN Digital - Potential Reach	74,576	37.6
20	Adconion Media Group**	132,196	66.7	45	Kontera**	73,576	37.1
21	Casale Media - MediaNet**	130,305	65.7	46	Windows Live	73,036	36.8
22	Advertising.com Video Network - Potential Reach	125,463	63.3	47	IAC Ad Solutions	68,283	34.4
23	Turn, Inc**	125,100	63.1	48	Turner Network + Y! Partnership	67,738	34.2
24	Digital Broadcasting Group (DBG) - Potential Reach	121,453	61.3	49	Six Apart Media - Potential Reach	67,098	33.9
25	AdBrite**	119,846	60.5	50	Bing	65,666	33.1

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 88 percent of the 198 million Internet users in October.

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

\*\* Denotes an advertising network.

**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 marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).