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

Retail Mania Sweeps Web as Holiday Shopping Season Begins

Americans Flock to Lottery Sites for Record-Breaking Powerball Jackpot

RESTON, VA, December 20, 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 November 2012 based on data from the [comScore Media Metrix](#) service. The beginning of the holiday shopping season unleashed millions of Americans on retail sites, driving most of the prominent online trends in November. Several categories saw double-digital traffic gains, including Toys, Consumer Electronics, Mall, Jewelry and Department Store sites. A record-breaking Powerball jackpot also had Americans eagerly visiting the Lottery/Sweepstakes category to check if they held the winning ticket.

“Online holiday promotions began in earnest almost as soon as the calendar flipped to November, as retailers hoped to draw in those ambitious early-season shoppers,” said Jeff Hackett, executive vice president of comScore. “As we moved later into the month, the promotional activity surged even higher around Black Friday and Cyber Monday as consumers spent record amounts online. Numerous retail categories saw huge gains for the month, with Toys and Consumer Electronics sites posting the sharpest month-over-month gains.”

Americans Chase Early Shopping Savings

Retail sites had a near-monopoly on the top-gaining categories chart in November, as the entire category grew 5 percent to 191 million visitors – representing 87 percent of the total U.S. online population. Toys ranked as the fastest-growing category with a 30-percent increase versus October to 23.9 million visitors. Toysrus Sites led the category with 12.4 million visitors (up 54 percent), followed by The LEGO Group with 3.8 million (up 34 percent), Disney Shopping with 2 million (up 11 percent), AmericanGirl.com with 1.9 million (up 60 percent) and Fisher Price with 1.3 million (up 28 percent).

Consumer Electronics sites were a close second on the top-gaining categories chart, up 29 percent to 59.7 million visitors. BestBuy.com ranked #1 in the category with 35.1 million visitors (up 90 percent), followed by Samsung Group with 5.4 million (up 22 percent) and eBay Electronics U.S. with 5.2 million (up 14 percent). RadioShack Corporation doubled its traffic base to 4.4 million, while Buy.com Group Sites rounded out the top five with 4.1 million.

Record-Breaking Powerball Lures Visitors to Lotto Sites

In November, lottery-winning hopefuls came out in droves for a chance at the highest Powerball jackpot in history, causing a surge in traffic to the Lottery/Sweepstakes category as Americans looked for info and checked their ticket numbers. The category saw an increase of 20 percent to 25.5 million visitors. Powerball.com drove much of the category growth with a 411-percent jump to 4.2 million visitors. Eprize.net came in second with 3.1 million visitors (up 1 percent), followed by SwagBucks.com with 2.6 million (up 8 percent), FlaLottery.com with 1.8 million (up 27 percent) and PCH Search with 1.7 million (up 8 percent).

Top 50 Properties

Google Sites ranked as the #1 property in November with 191 million visitors, followed by Yahoo! Sites with 171 million, Microsoft Sites with 171 million and Facebook.com with 149 million. Leading retail property Amazon Sites climbed 3 positions to #5 with 116 million visitors. Other holiday retailer properties vaulting to a higher spot in the rankings included Wal-Mart (#18), Target Corporation (#28), Best Buy Sites (#31) and Sears Sites (#43).

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 November with a 95.3-percent reach of Americans online, followed by Google (83.8 percent), Outbrain (81.1 percent), Yahoo! Sites (77.7 percent) and Facebook.com (67.4 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 94.2-percent reach, followed by Specific Media (86.7 percent), AOL Advertising (85.1 percent), Federated Media Publisher Network (84.5 percent) and AT&T AdWorks (84.5 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 97 percent of Americans online.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) November 2012 vs. October 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Oct-12	Nov-12	% Change	
<i>Total Internet : Total Audience</i>	219,722	220,537	0	N/A
Best Buy Sites	19,347	35,779	85	31
Sprint Nextel Corporation	9,329	15,398	65	112
Kohls Corporation	11,069	17,248	56	97
Toysrus Sites	8,071	12,427	54	142
POLITICO.COM	7,861	12,098	54	147
JCPenney Sites	11,187	16,503	48	101
Macy's Inc.	14,033	20,464	46	81
Newegg Inc.	6,070	8,782	45	204
Target Corporation	26,003	37,330	44	28
Sears Sites	20,227	28,921	43	43

*Ranking based on the top 250 properties in November 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.) November 2012 vs. October 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Oct-12	Nov-12	% Change
<i>Total Internet : Total Audience</i>	219,722	220,537	0
Retail – Toys	18,393	23,877	30
Retail – Consumer Electronics	46,344	59,743	29
Retail – Mall	15,499	19,771	28
Retail – Jewelry/Luxury Goods/Accessories	19,516	24,538	26
Retail – Department Stores	72,744	90,719	25
Gambling – Lotto/Sweepstakes	21,296	25,489	20
Retail – Food	16,620	19,530	18
Retail – Home Furnishings	40,349	47,111	17
Retail – Consumer Goods	27,357	31,889	17
Retail – Sports/Outdoor	32,713	37,613	15

Table 3

comScore Top 50 Properties (U.S.) November 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>	220,537				
1	Google Sites	190,801		26	TWITTER.COM	39,591
2	Yahoo! Sites	171,408		27	New York Times Digital	37,965
3	Microsoft Sites	171,377		28	Target Corporation	37,330
4	FACEBOOK.COM	148,551		29	Fox News Digital Network	36,980
5	Amazon Sites	116,007		30	Meredith Women's Network	36,632
6	AOL, Inc.	115,066		31	Best Buy Sites	35,779
7	Glam Media	112,431		32	Tribune Interactive	34,410
8	Ask Network	108,085		33	YELP.COM	34,234
9	CBS Interactive	87,941		34	YP Local Media Network	33,567
10	Wikimedia Foundation Sites	86,147		35	Adobe Sites	33,238
11	Turner Digital	85,000		36	WebMD Health	32,857
12	Apple Inc.	79,482		37	Scripps Networks Interactive Inc.	32,394
13	Demand Media	75,972		38	Everyday Health	30,520
14	eBay	73,715		39	NetShelter Technology Media	29,876
15	Federated Media Publishing	72,842		40	TUMBLR.COM*	29,759
16	Viacom Digital	68,579		41	Disney Online	29,698
17	Comcast NBCUniversal	67,977		42	BUZZMEDIA	29,598
18	Wal-Mart	55,857		43	Sears Sites	28,921
19	VEVO	50,941		44	The Washington Post Company	27,906
20	Answers.com Sites	50,731		45	Dictionary.com Network	27,835
21	Gannett Sites	50,541		46	Myspace	27,653
22	craigslist, inc.	46,316		47	CraveOnline (Evolve Media Corp.)	27,304
23	Weather Channel, The	42,349		48	NETFLIX.COM	27,256
24	ESPN	42,051		49	Technorati Media	26,209
25	Linkedin	41,493		50	PINTEREST.COM	25,969

Table 4

comScore Ad Focus Rankings (U.S.) November 2012 Total U.S. – Home, Work and University Locations 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>	220,537	100.0		<i>Total Internet : Total Audience</i>	220,537	100.0
1	ShareThis	210,068	95.3	1	Google Ad Network**	207,690	94.2
2	Google	184,728	83.8	2	Specific Media**	191,240	86.7
3	Outbrain	178,928	81.1	3	AOL Advertising**	187,596	85.1
4	Yahoo! Sites	171,408	77.7	4	Federated Media Publisher Network**	186,384	84.5
5	FACEBOOK.COM	148,551	67.4	5	AT&T AdWorks**	186,286	84.5
6	YOUTUBE.COM*	125,023	56.7	6	Genome from Yahoo!**	184,590	83.7
7	MSN	119,154	54.0	7	Vibrant Media**	181,522	82.3
8	AOL, Inc.	115,066	52.2	8	ValueClick Networks**	178,223	80.8
9	Glam Media	112,431	51.0	9	Real Media Group - 24/7 Access**	176,465	80.0
10	Ask Network	108,085	49.0	10	Casale Media - MediaNet**	171,101	77.6
11	AMAZON.COM*	97,759	44.3	11	Microsoft Media Network US**	170,048	77.1
12	Bing	82,197	37.3	12	Tribal Fusion**	164,201	74.5
13	Meebo	77,627	35.2	13	Collective Display**	163,574	74.2
14	Demand Media	75,972	34.4	14	RadiumOne**	153,831	69.8
15	Federated Media Publishing	72,842	33.0	15	Burst Media**	150,624	68.3
16	Windows Live	66,667	30.2	16	PulsePoint**	149,305	67.7
17	5min Media Platform	66,488	30.1	17	Cox Digital Solutions - Network**	147,423	66.8
18	WALMART.COM	52,424	23.8	18	AudienceScience**	134,026	60.8
19	Answers.com Sites	50,731	23.0	19	Technorati Media**	129,280	58.6
20	Gannett Sites	50,541	22.9	20	Rocket Fuel**	128,858	58.4
21	APPLE.COM	48,550	22.0				
22	CNN	47,878	21.7				
				Top DSP/SSP/Ad Exchange Entities			
23	MTV Music Group	45,771	20.8	1	Rubicon Project REVV Platform**	213,831	97.0
24	CBS News	42,869	19.4				
25	Weather Channel, The	42,349	19.2				
26	ESPN	42,051	19.1				
27	Linkedin	41,493	18.8				
28	TWITTER.COM	39,591	18.0				
29	IMDb	39,590	18.0				
30	TARGET.COM	37,274	16.9				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in November. For instance, Yahoo! Sites was seen by 77.7 percent of the 221 million Internet users in November.

* 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

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.