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comScore Media Metrix Ranks Top 50 U.S. Web Properties for February 2013

Valentine's Day Causes Seasonal Spike at Flowers and Gift Sites

Super Bowl and Auto Shows Drive Traffic to Manufacturer Sites

RESTON, VA, March 28, 2013 – 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 February 2013 based on data from the [comScore Media Metrix](#) service. As Valentine's Day approached in February, millions flocked to Flowers, Gifts and Greetings sites to search for special gifts for their loved ones. Americans were drawn to Automotive Manufacturer sites during the month as Super Bowl commercials and national auto shows piqued consumer interest in the category.

“Valentine's Day had consumers searching for gift ideas at Flowers, Gifts and Greetings sites, making it one of the top-gaining categories for the month,” said Jeff Hackett, executive vice president of comScore. “Cars were also at the forefront of Americans' minds in February, between high-profile Super Bowl ads, auto shows around the country, and an improving economy that has many consumers back in the market for their next car purchase.”

Earlier this week comScore also introduced [Media Metrix Multi-Platform](#), a next generation product that combines audience and demographic data from Media Metrix with Video Metrix and Mobile Metrix to deliver an unduplicated view of digital consumer behavior. Those interested in learning more about Media Metrix Multi-Platform can click here: www.comscore.com/multiplatform.

Sparks Fly at Flowers and Gift Sites

Romantic gifts caused web sparks to fly as Valentine's Day neared in February, causing an influx of traffic at Flowers, Gifts and Greetings sites. The category swelled 35 percent, as more than 26 million visitors searched for unique gift ideas and the perfect e-card. Provide Commerce (which includes sites

such as ProFlowers.com and Berries.com) ranked #1 in the category with 7.6 million visitors, followed by 1-800-Flowers.com, Inc. with 3.1 million (up 124 percent), AmericanGreetings Property with 3.1 million (up 16 percent), FTD.com with 1.9 million (up 77 percent) and PartyCity.com with 1.8 million (up 9 percent). EdibleArrangements.com saw the strongest growth at three times its traffic in January with 1.8 million visitors.

Consumers Drive to Auto Sites

Between Super Bowl ad hype and the national auto shows taking place in February, 25.5 million consumers had cars top-of-mind, causing a 12-percent spike in traffic to the Manufacturer category. General Motors ranked #1 with 7.2 million visitors (up 19 percent), followed by Toyota Group with 4.5 million, Ford Motor Company with 4.1 million (up 12 percent), Honda with 3.3 million and Chrysler LLC with 2.2 million (up 25 percent).

Americans Log on to File as Tax Day Nears

As Tax Day inched closer in February, many Americans looked to the web for help in filing their annual returns. The category grew 45 percent to 36 million visitors to rank as the fastest-growing category during the month.

Movers & Shakers

With taxes on the minds of millions, IRS.gov ranked as the fastest-growing property for the second consecutive month, up 78 percent to 22.6 million visitors in February. Gearing up for the beginning of Spring training, 8.4 million baseball fans visited MLB.com to get the latest news and information on their favorite teams. General Motors, despite having skipped a Super Bowl ad buy in 2013, generated a traffic boost of 19 percent to 7.2 million visitors on the heels of auto shows around the country.

Top 50 Properties

Google Sites ranked as the #1 property in February with 189 million visitors, followed by Yahoo! Sites with 186 million, Microsoft Sites with 164 million and Facebook with 144 million. Sites that jumped significantly in the rankings included Adobe Sites (up 7 positions to #25), Tribune Interactive (up 5 positions to #30) and The Washington Post Company (up 5 positions to #45).

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 February with a 93.5-percent reach of Americans online, followed by Yahoo! Sites (84.2 percent), Google (82.5 percent), Outbrain (81.5 percent) and Facebook.com (64.7 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.3-percent reach, followed by Specific Media (84.5 percent), AOL Advertising (83.7 percent), AT&T AdWorks (82.4 percent) and Genome from Yahoo! (81.1 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 97.3 percent of Americans online, followed by Fulcrum5 with 75.7 percent.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) February 2013 vs. January 2013 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Jan-13	Feb-13	% Change	
<i>Total Internet : Total Audience</i>	222,108	221,379	0	N/A
IRS.gov	12,675	22,550	78	63
CSMonitor.com	5,291	7,216	36	230
MLB	7,069	8,421	19	193
General Motors	6,048	7,168	19	232
Quizlet.com	6,117	7,150	17	233
AVG Technologies	20,062	23,403	17	56
Adobe Sites	34,662	40,306	16	25
Buzzfeed.com	12,396	14,357	16	113
ABC Television	9,285	10,688	15	162
PBS	16,052	18,073	13	87

**Ranking based on the top 250 properties in February 2013. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.*

Table 2

	Total Unique Visitors (000)		
	Jan-13	Feb-13	% Change
<i>Total Internet : Total Audience</i>	222,108	221,379	0
Business/Finance – Taxes	25,367	36,855	45
Retail – Flowers/Gifts/Greetings	19,554	26,398	35
Automotive – Manufacturer	22,763	25,543	12
Family & Youth – Family & Youth Education	45,032	47,999	7
Retail – Computer Software	63,195	66,539	5
Entertainment – Humor	57,897	60,194	4
Family & Youth – Kids	61,475	63,468	3
Community – Green	23,273	23,440	1
Entertainment – Music	120,803	121,461	1
Travel – Online Travel Agents	37,469	37,611	0

Table 3

comScore Top 50 Properties (U.S.) February 2013 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>	221,379				
1	Google Sites	189,048		26	Federated Media Publishing	39,574
2	Yahoo! Sites	186,307		27	Wal-Mart	38,854
3	Microsoft Sites	163,735		28	Yelp.com	36,775
4	Facebook	144,137		29	Twitter.com	35,955
5	AOL, Inc.	110,833		30	Tribune Interactive	32,813
6	Amazon Sites	108,140		31	WebMD Health	32,629
7	Glam Media	103,462		32	New York Times Digital	32,468
8	Wikimedia Foundation Sites	85,842		33	Meredith Women's Network	32,211
9	CBS Interactive	79,813		34	YP Local Media Network	30,008
10	Turner Digital	76,988		35	ESPN	29,937
11	Demand Media	76,024		36	Fox News Digital Network	29,143
12	Apple Inc.	75,321		37	Netflix.com	27,998
13	Ask Network	69,355		38	Wordpress.com	27,959
14	Viacom Digital	66,390		39	Everyday Health	27,125
15	Comcast NBCUniversal	65,987		40	Pinterest.com	26,972
16	eBay	65,764		41	Dictionary.com Network	26,956
17	About	64,779		42	Scripps Networks Interactive Inc.	26,483
18	The Weather Company	55,098		43	Tumblr.com	26,332
19	VEVO	49,299		44	The Washington Post Company	26,238
20	Answers.com Sites	47,738		45	Disney Online	26,012
21	Gannett Sites	47,137		46	Time Warner (Excl. Turner/WB)	25,624
22	craigslist, inc.	46,380		47	CraveOnline (Evolve Media Corp.)	25,187
23	Linkedin	45,699		48	BUZZMEDIA	25,043
24	Hearst Corporation	41,466		49	NetShelter Technology Media	24,602
25	Adobe Sites	40,306		50	AT&T, Inc.	24,261

Table 4

comScore Ad Focus Rankings (U.S.) February 2013 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>	221,379	100.0		<i>Total Internet : Total Audience</i>	221,379	100.0
1	ShareThis	207,082	93.5	1	Google Ad Network**	206,603	93.3
2	Yahoo! Sites	186,307	84.2	2	Specific Media**	187,093	84.5
3	Google	182,575	82.5	3	AOL Advertising**	185,316	83.7
4	Outbrain	180,375	81.5	4	AT&T AdWorks**	182,374	82.4
5	FACEBOOK.COM	143,164	64.7	5	Genome from Yahoo!**	179,474	81.1
6	YOUTUBE.COM*	122,635	55.4	6	Real Media Group - 24/7 Access**	173,878	78.5
7	MSN	112,622	50.9	7	Federated Media Publisher Network**	173,843	78.5
8	AOL, Inc.	110,833	50.1	8	ValueClick Networks**	172,054	77.7
9	Glam Media	103,462	46.7	9	Casale Media - MediaNet**	169,364	76.5
10	AMAZON.COM*	89,621	40.5	10	Vibrant Media**	166,385	75.2
11	Bing	76,149	34.4	11	Microsoft Media Network US**	163,026	73.6
12	Demand Media	76,024	34.3	12	Tribal Fusion**	159,815	72.2
13	Ask Network	69,355	31.3	13	RadiumOne**	159,342	72.0
14	Meebo	66,137	29.9	14	Collective Display**	156,171	70.5
15	About	64,779	29.3	15	Burst Media**	153,843	69.5
16	Windows Live	64,331	29.1	16	Cox Digital Solutions - Network**	147,293	66.5
17	Weather Channel, The	48,483	21.9	17	PulsePoint**	139,173	62.9
18	Answers.com Sites	47,738	21.6	18	Rocket Fuel**	131,651	59.5
19	Gannett Sites	47,137	21.3	19	AudienceScience**	124,112	56.1
20	Linkedin	45,699	20.6	20	Undertone**	110,548	49.9
21	5min Media Platform	45,526	20.6				
22	MTV Music Group	43,374	19.6				
				Top DSP/SSP/Ad Exchange Entities			
23	APPLE.COM	40,826	18.4	1	Rubicon Project REVV Platform**	215,380	97.3
24	CNN	39,862	18.0	2	Fulcrum5**	167,500	75.7
25	Federated Media Publishing	39,574	17.9				
26	IMDb	38,956	17.6				
27	YELP.COM	36,775	16.6				
28	CBS News	36,746	16.6				
29	TWITTER.COM	35,955	16.2				
30	WALMART.COM	35,288	15.9				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. For instance, Yahoo! Sites was seen by 84.2 percent of the 221 million Internet users in February.

* 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 digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.