



FOR IMMEDIATE RELEASE

Contact: Sarah Radwanick
comScore, Inc.
(312) 775-6538
press@comscore.com

comScore Media Metrix Ranks Top 50 U.S. Web Properties for June 2009

Summer Vacation Planning Drives Traffic to Travel Sites

Online Gaming Sites See Gains as School Year Ends

RESTON, VA, July 21, 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 June 2009 based on data from the comScore Media Metrix service. Online visitation to travel sites gained as Americans began planning and preparing for their summer vacations. The end of another school year resulted in an increase of interest at gaming sites. Career services and development sites saw strong growth due to the influx of recent college graduates entering the job market, in addition to a rising unemployment rate.

“Travel sites typically see an increase in activity around this time of year as Americans look to get away,” said Jack Flanagan, executive vice president of comScore Media Metrix. “Summer vacation also means more leisure time for those out of school, leading to a seasonal increase in leisure categories including online gaming and entertainment.”

Online Vacation Planning Jumps in June

June heated up the Travel category as Americans sought seasonal getaways. The Airlines category ranked as the top gaining category for June, growing 22 percent to 33.2 million visitors. Also among the top gaining categories were Travel Transactions, Online Travel Agents, and Travel Information. Southwest Airlines, the top ranked site in the Airlines category, achieved particularly strong gains growing 64 percent to 16.4 million visitors and grabbing the #2 position among the top gaining properties.

Online travel agent sites also experienced growth in June, increasing 9 percent to 42.8 million visitors. Expedia led the category with 27 million visitors (up 12 percent), followed by Orbitz with 12.5 million

visitors (up 10 percent), Priceline with 11.3 million (up 7 percent), and Travelocity with nearly 9.8 million visitors (up 8 percent).

Americans Say “Game On” in June

Online gaming sites saw a surge in activity in June, as the beginning of summer vacation provided students with more leisure time for such pursuits. The Gaming Information category attracted 50 million Americans in June, up 6 percent vs. the previous month. With school out for the summer, students found ways to spend their free time on sites such as GiantRealm and GameStop, with both sites ranking among the top 10 gaining properties in June. GiantRealm jumped 25 percent to more than 7 million visitors while GameStop grew 19 percent to nearly 5.8 million visitors.

Job-Seekers Make an Effort Online

Rising unemployment during the past year has led to an increasing number of Americans seeking jobs and career opportunities online. Both the Career Resources and Career Training & Education categories ranked among the top ten gaining categories for June as the unemployed, underemployed and recent grads scoured the Web for opportunities. The Career Resources category grew 6 percent to 46.8 million visitors, while Career Training & Education grew 13 percent to 6.7 million visitors.

Top 50 Properties

Google Sites continued to lead as the most visited property in June with nearly 157 million visitors, followed by Yahoo! Sites with 154 million visitors and Microsoft Sites with 127.4 million visitors. Facebook.com moved up two positions to #6 marking its highest-ever ranking. Career Builder ascended 6 spots to #39 with 21.7 million visitors, a reflection of the Career Services & Development category gain. The Mozilla Organization jumped 13 spots to #28 with nearly 27 million visitors, due to the release of Firefox 3.5 which includes numerous new and improved features. June also represented Twitter.com’s debut in the ranking of the top 50 properties, coming in at #46 with 20.1 million visitors.

“It’s hard to believe that Twitter.com had fewer than a million visitors in June 2008, and now attracts more than 20 million visitors a month and ranks among the top 50 U.S. properties,” Flanagan commented. “Twitter has clearly been able to generate wide interest and cultivate a substantial following in a very short period of time. If this momentum persists, then we will continue to see Twitter climb higher and higher in this ranking in the coming months.”

Top 50 Ad Focus Ranking

Platform-A led the June Ad Focus ranking, reaching 91 percent of all Americans online. Yahoo! Network ranked second, reaching 88 percent of the population, while ValueClick Networks ranked third with an 84-percent reach. Fox Audience Network and 24/7 Real Media each climbed one spot grabbing the #7 and #8 positions, respectively.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) June 2009 vs. May 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	May-09	Jun-09	% Change	
<i>Total Internet : Total Audience</i>	193,825	193,896	0	N/A
NameMedia	2,336	5,975	156	195
Southwest Airlines Co.	10,021	16,471	64	59
Systemax Inc.	2,912	4,625	59	250
TAGGED.COM	6,248	8,373	34	129
The Mozilla Organization	20,610	26,964	31	28
Xacti Corporation	7,810	9,812	26	105
GiantRealm	5,618	7,011	25	157
Disney Online	25,966	31,362	21	24
Sheknows	8,599	10,285	20	100
GameStop	4,874	5,791	19	201

**Ranking based on the top 250 properties in June 2009.*

Table 2

comScore Top 10 Gaining Site Categories* by Percentage Change in Unique Visitors (U.S.) June 2009 vs. May 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	May-09	Jun-09	% Change
<i>Total Internet : Total Audience</i>	193,825	193,896	0
Travel - Airlines	27,323	33,290	22
Career Services & Development - Training & Education	5,954	6,729	13
News/Information - Politics	11,642	12,977	11
Travel - Transactions	3,980	4,386	10
Travel - Online Travel Agents	39,232	42,863	9
Games - Gaming Information	47,053	49,950	6
Career Services & Development - Career Resources	44,204	46,803	6
Entertainment - News	54,946	57,955	5
Financial Information/Advice	37,688	39,557	5
Travel - Information	40,509	42,461	5

Table 3

comScore Top 50 Properties (U.S.)

June 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)
	Total Internet : Total Audience	193,896				
1	Google Sites	156,871		26	Superpages.com Network	28,367
2	Yahoo! Sites	154,097		27	Expedia Inc	27,058
3	Microsoft Sites	127,454		28	The Mozilla Organization	26,964
4	AOL LLC	106,467		29	Target Corporation	26,284
5	Fox Interactive Media	84,567		30	WordPress	26,245
6	FACEBOOK.COM	77,031		31	Answers.com Sites	26,163
7	Ask Network	73,041		32	Bank of America	25,479
8	eBay	71,020		33	Photobucket.com LLC	24,528
9	Amazon Sites	63,178		34	AT&T, Inc.	24,032
10	Wikimedia Foundation Sites	60,692		35	Gorilla Nation	24,022
11	Apple Inc.	56,554		36	United Online, Inc	22,828
12	Glam Media	54,223		37	Everyday Health	22,374
13	Viacom Digital	51,575		38	Break Media	22,334
14	Turner Network	50,841		39	CareerBuilder LLC	21,704
15	CBS Interactive	50,341		40	NBC Universal	21,202
16	craigslist, inc.	46,832		41	ESPN	20,984
17	New York Times Digital	44,789		42	NetShelter Technology Media	20,635
18	Weather Channel, The	41,751		43	iVillage.com: The Womens Network	20,594
19	Adobe Sites	38,120		44	Weatherbug Property	20,465
20	Comcast Corporation	34,865		45	JPMorgan Chase Property	20,211
21	Verizon Communications Corporation	33,436		46	TWITTER.COM*	20,111
22	Wal-Mart	33,358		47	Real.com Network	19,918
23	AT&T Interactive Network	31,582		48	EA Online	19,607
24	Disney Online	31,362		49	Gannett Sites	19,298
25	Demand Media	28,938		50	Time Warner - Excluding AOL	19,293

Table 4

comScore Ad Focus Ranking (U.S.)**June 2009****Total U.S. - Home, Work and University Locations****Unique Visitors (000)****Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	Total Internet : Total Audience	193,896	100.0				
1	Platform-A**	175,765	91%	26	BrightRoll Video Network - Potential Reach	100,042	52%
2	Yahoo! Network**	169,809	88%	27	AdBrite**	95,352	49%
3	ValueClick Networks**	163,369	84%	28	MSN	93,180	48%
4	Google Ad Network**	162,834	84%	29	YOUTUBE.COM	91,804	47%
5	Specific Media**	156,230	81%	30	Pulse 360**	91,252	47%
6	Yahoo! Sites	154,097	79%	31	Undertone Networks**	90,130	46%
7	FOX Audience Network**	151,078	78%	32	Adify**	84,538	44%
8	24/7 Real Media**	149,373	77%	33	Vibrant Media**	81,213	42%
9	Google	149,128	77%	34	Monster Career Ad Network (CAN)**	78,025	40%
10	Microsoft Media Network US**	146,841	76%	35	FACEBOOK.COM	77,031	40%
11	Tremor Media - Potential Reach	141,677	73%	36	Kontera**	74,814	39%
12	Traffic Marketplace**	138,584	71%	37	Ask Network	73,041	38%
13	Tribal Fusion**	138,520	71%	38	NNN Total Newspapers: U.S.	71,500	37%
14	YuMe Video Network - Potential Reach	137,848	71%	39	Centro - Potential Reach	70,861	37%
15	interCLICK**	134,319	69%	40	Windows Live	68,531	35%
16	Turn, Inc**	133,756	69%	41	MYSPACE.COM*	68,418	35%
17	Casale Media - MediaNet**	133,398	69%	42	ITN Digital - Potential Reach	66,498	34%
18	CPX Interactive**	130,826	67%	43	TattoMedia**	61,180	32%
19	Collective Network by Collective Media**	130,254	67%	44	Bing	60,736	31%
20	AudienceScience (formerly Revenue Science)**	128,713	66%	45	MSN.COM Home Page	60,526	31%
21	Adconion Media Group**	123,284	64%	46	IAC Ad Solutions	56,756	29%
22	Platform-A Video Network - Potential Reach	122,488	63%	47	EBAY.COM	54,457	28%
23	Burst Media**	114,695	59%	48	Glam Media	54,223	28%
24	ADSDAQ by ContextWeb**	112,530	58%	49	AMAZON.COM	52,921	27%
25	AOL Media Network	106,340	55%	50	IB Local Network	51,226	26.4

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 79 percent of the nearly 194 million Internet users in June.

* 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.

Follow Us on Twitter

twitter.com/comScore

twitter.com/m_abraham

twitter.com/gfulgoni