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comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2010

Traffic to Online Gambling Sites Doubles in Heat of Legislative Battle

Americans Flood Political News Sites as Midterm Elections Approach

RESTON, VA, November 22, 2010 – 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 2010 based on data from the comScore Media Metrix service. Americans stayed up-to-date on the approaching midterm election by visiting political news sites in October. Online Gambling sites saw another month of increased traffic propelled by online poker tournaments, sports betting and interest due to legislative debates on the subject.

“Web activity was largely impacted by the midterm election in October which drove increased traffic to political news sites, while online gambling sites saw gains due to interest in the 2010 World Series of Poker,” said Jeff Hackett, executive vice president of comScore Media Metrix. “We also saw seasonal growth at e-cards and Flowers/Gifts/Greetings sites driven by occasions like Sweetest Day and Halloween.”

Political News Sweeps America

With the midterm elections approaching in early November, Americans visited Political News sites in October to stay up-to-date on campaign developments and voter news and information. The category attracted 27.4 million visitors in October, up 12 percent versus September. CNN Politics led the category with 7.8 million unique visitors during the month (up 3 percent) followed by PoliticsDaily with 5.1 million visitors (up 10 percent) and RealClearPolitics.com with 3.1 million (up 79 percent). BarackObama.com jumped four positions in the ranking to capture the #4 spot with 2.1 million visitors, up 221 percent. The Economist group followed with 2.0 million visitors while Politico.com grew 11 percent to 1.7 million visitors.

Online Gambling Surges for Second Straight Month

Online Gambling sites saw strong growth in October as the World Series of Poker neared its conclusion. The category drew nearly 32 million visitors during the month, up 114 percent versus September, making it the highest growing site category for the second consecutive month. FullTiltPoker captured the top spot with 4.7 million visitors (up 12 percent), followed by PokerStars with 2.5 million visitors. UB.com drew 1.8 million visitors with its month-long ‘Perfect Play’ promotion. Kingolotto came in fourth with 1.7 million visitors (up 23 percent) followed by Absolute Poker with 1.6 million (up 19 percent) and Sportingbet PLC with 1.4 million (up 39 percent).

Americans Laugh Out Loud on Humor Sites

More than 60 million Americans visited a Humor site in October, up 25 percent since September, making it the second fastest gaining category for the month. Comedy Central led the category with 10.8 million visitors, a 26-percent increase from the prior month, as interest in The Daily Show and The Colbert Report peaked leading up to Jon Stewart’s and Stephen Colbert’s “Rally to Restore Sanity and/or Fear” on the mall in Washington, DC. Break.com ranked second in the category with 7.5 million visitors (up 65 percent), followed by Cracked with 5.1 million visitors (up 3 percent). FunnyOrDie came in fourth with 4.4 million visitors, followed by CollegeHumor with 4.0 million and FailBlog.org with 3.2 million, both up 16 percent.

Top 50 Properties

Google Sites ranked as the #1 property in October with 180.8 million visitors, followed by Yahoo! Sites with 179.6 million and Microsoft Sites with 170.6 million. Facebook.com ranked #4 with 151.1 million visitors, the first time it has surpassed the 150 million visitor threshold. WordPress climbed 6 positions in the ranking to #33 with 31.0 million visitors, while LinkedIn.com grabbed a spot in the top 50 with 25.2 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the October Ad Focus ranking with a reach of 93.4 percent of Americans online, followed by Yahoo! Network Plus with an 86.3-percent reach and AOL Advertising with 86.2 percent.

A Note about comScore’s Ad Focus Ranking: Beginning this month with the publishing of October data, the Ad Focus Ranking will exclude custom entities reportable by comScore.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
October 2010 vs. September 2010
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)			
	Sep-10	Oct-10	% Change	Rank by Unique Visitors
<i>Total Internet : Total Audience</i>	212,874	212,788	0	N/A
PartyCity.com	2,812	6,380	127	231
AVG Technologies	5,630	11,811	110	136
McDonald's	3,413	6,510	91	223
The Mozilla Organization	20,588	28,808	40	38
Liberty Media Holding Corporation	11,205	14,933	33	102
Toysrus Sites	6,898	8,651	25	183
WildTangent Media	15,125	18,761	24	74
ChaCha.com	9,994	12,364	24	127
Meredith Women's Network	9,670	11,883	23	133
FrostWire	7,141	8,746	22	178

**Ranking based on the top 250 properties in October 2010. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.*

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.)
October 2010 vs. September 2010
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Sep-10	Oct-10	% Change
<i>Total Internet : Total Audience</i>	212,874	212,788	0
Gambling – Online Gambling	14,957	31,967	114
Entertainment – Humor	48,696	60,743	25
Retail – Computer Software	35,800	41,255	15
Services – e-cards	16,229	18,622	15
Retail – Flowers/Gifts/Greetings	27,720	31,469	14
Entertainment – Movies	87,440	98,583	13
News/Information – Politics	24,370	27,367	12
Retail – Toys	17,888	19,962	12
Services – Photos	128,372	143,165	12
Travel – Ground/Cruise	12,263	13,597	11

Table 3

comScore Top 50 Properties (U.S.)

October 2010

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>	212,788				
1	Google Sites	180,839		26	Weather Channel, The	37,703
2	Yahoo! Sites	179,626		27	Federated Media Publishing	36,819
3	Microsoft Sites	170,561		28	YellowBook Network	36,572
4	FACEBOOK.COM	151,126		29	Adobe Sites	36,077
5	AOL, Inc.	110,026		30	Wal-Mart	35,963
6	Ask Network	90,039		31	Break Media Network	34,297
7	Turner Digital	84,383		32	iVillage.com: The Womens Network	33,819
8	Glam Media	83,840		33	WordPress	30,975
9	CBS Interactive	82,635		34	WeatherBug Property	30,076
10	Viacom Digital	81,610		35	AT&T Interactive Network	29,894
11	Amazon Sites	80,330		36	Disney Online	29,148
12	Wikimedia Foundation Sites	79,635		37	Superpages.com Network	28,958
13	New York Times Digital	75,547		38	The Mozilla Organization	28,808
14	Fox Interactive Media	74,312		39	Tribune Interactive	28,760
15	Apple Inc.	71,839		40	Target Corporation	27,569
16	eBay	67,119		41	Everyday Health	27,478
17	Demand Media	62,727		42	Verizon Communications Corporation	26,699
18	VEVO	55,129		43	Alloy Digital Network	26,332
19	craigslist, inc.	51,349		44	NBC Universal	26,306
20	Answers.com Sites	50,471		45	LINKEDIN.COM	25,181
21	Comcast Corporation	45,925		46	TWITTER.COM	25,125
22	ESPN	42,744		47	Photobucket.com LLC	25,065
23	Technorati Media	41,162		48	The Washington Post Company	24,889
24	NetShelter Technology Media	40,994		49	Conde Nast Digital	24,716
25	Gannett Sites	38,142		50	NFL Internet Group	24,690

Table 4

comScore Ad Focus Ranking (U.S.)**October 2010****Total U.S. – Home, Work and University Locations****Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	212,788	100.0				
1	Google Ad Network**	198,824	93.4	26	Adify**	110,756	52.1
2	Yahoo! Network Plus**	183,656	86.3	27	ContextWeb**	110,598	52.0
3	AOL Advertising**	183,487	86.2	28	Undertone Networks**	110,554	52.0
4	Yahoo! Sites	179,626	84.4	29	AOL, Inc.	110,026	51.7
5	Google	173,302	81.4	30	AdBlade Network**	102,141	48.0
6	ValueClick Networks**	169,538	79.7	31	Kontera**	91,087	42.8
7	Turn Media Platform**	166,122	78.1	32	Ask Network	90,039	42.3
8	24/7 Real Media**	164,160	77.1	33	Bing	86,929	40.9
9	AdBrite**	157,319	73.9	34	ShareThis	85,896	40.4
10	Collective Display**	155,820	73.2	35	Lotame Solutions**	84,174	39.6
11	Specific Media**	153,137	72.0	36	Glam Media	83,840	39.4
12	FACEBOOK.COM	151,126	71.0	37	VideoEgg**	79,568	37.4
13	Microsoft Media Network US**	150,822	70.9	38	Windows Live	77,968	36.6
14	interclick**	144,170	67.8	39	Monster Career Ad Network (CAN)**	71,525	33.6
15	AudienceScience**	142,853	67.1	40	RMM (formerly Red McCombs Media)**	71,000	33.4
16	Traffic Marketplace**	142,777	67.1	41	MediaWhiz**	68,887	32.4
17	Tribal Fusion**	141,976	66.7	42	Technorati Media**	68,166	32.0
18	FOX Audience Network**	137,119	64.4	43	Meebo	66,804	31.4
19	Adconion Media Group**	136,858	64.3	44	AMAZON.COM	64,714	30.4
20	Vibrant Media**	136,073	63.9	45	Demand Media	62,727	29.5
21	Burst Media**	135,692	63.8	46	Dedicated Media**	61,111	28.7
22	Casale Media - MediaNet**	131,583	61.8	47	MTV Networks Music	54,826	25.8
23	MSN	124,695	58.6	48	Ybrant - Oridian - ADdynamix Network**	48,431	22.8
24	YOUTUBE.COM*	116,873	54.9	49	MYSPACE.COM*	47,361	22.3
25	CPX Interactive**	111,939	52.6	50	About	45,573	21.4

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 84.4 percent of the 213 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.