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

***Holiday Shopping Ignites Growth at Retail Sites***

***Americans Scour Coupon and Incentive Sites for Savings***

**RESTON, VA, December 21, 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 November 2010 based on data from the comScore Media Metrix service. November marked the official start of the holiday shopping season, sending Americans swarming retail and coupon sites to take advantage of early deals and promotions. Retailers offered attractive discounts and free shipping to draw early shoppers to their sites for purchase. Among the top gaining retail subcategories were Jewelry/Luxury Goods/Accessories, Toys and Consumer Electronics, each growing at least 25 percent versus October.

“As the holiday shopping season kicked-off in November, Americans were quick to take advantage of retailers’ early promotions and savings in crossing a few items off their shopping list,” said Jeff Hackett, executive vice president of comScore Media Metrix. “Cyber Monday – the Monday after Thanksgiving – came in as the heaviest online spending day on record in the U.S. which contributed a strong portion of traffic growth at retail and coupon sites.”

**Coupon Sites Spread Holiday Savings**

Coupon Sites ranked as the top gaining category for November, providing promo codes and other discounts to consumers at the start of the holiday season. A record 44 million Americans visited a coupon site during month, up 40 percent since October. Groupon ranked as the #1 Coupon site with 10.0 million unique visitors (up 54 percent), followed by CouponCabin.com with 8.8 million visitors, representing a 400-percent increase. Coupons, Inc. came in third with 6.4 million, while BlackFriday.info saw 5.4

million visitors, a nearly 1,000-percent increase versus October. RetailMeNot.com rounded out the top five with 5.0 million visitors, up 20 percent.

### **Retail Mania Sweeps Web**

Americans got a head start on holiday shopping in November, sending an all-time high of 179.5 million unique visitors to retail sites during the month. Amazon Sites took the top spot in the category with 83.9 million unique visitors in November (up 4 percent), followed by Wal-Mart with 51.8 million visitors (up 44 percent), Apple.com Worldwide Sites with 40.3 million and Target Corporation with 39.8 million (up 44 percent). Best Buy Sites ranked #5 in the category overall with 28.8 million visitors, an increase of 75 percent to rank as the top gaining property for November.

Jewelry/Luxury Goods/Accessories sites represented the top growing retail subcategory for November. More than 22 million Americans visited the category during the month, a 36-percent increase. BradfordExchange.com ranked first in the category with 2.5 million unique visitors (up 82 percent), followed by Coach.com with 1.8 million visitors (up 47 percent). Swarovski.com soared to 1.8 million visitors, up from just 142,000 in October, while Zale Corporation drew 1.8 million, a 54-percent increase.

### **Toys and Gadgets for All Ages**

Toy sites also saw significant growth during the month, increasing 35 percent to 27.0 million visitors. Toysrus Sites took the top spot with 14.8 million visitors (up 71 percent), followed by The LEGO Group with 3.4 million (up 33 percent) and Disney Shopping with 2.2 million (up 19 percent). AmericanGirl.com ranked fourth with 2.0 million (up 64 percent) followed closely by Fisher Price with 2.0 million (up 30 percent).

The Consumer Electronics subcategory drew 53.3 million visitors in November, up 30 percent versus the prior month. BestBuy.com led the category with 27.4 million visitors during the month, up 84 percent versus October. Buy.com ranked second with 4.6 million visitors (up 9 percent), followed by RadioShack Corporation with 4.6 million visitors (up 68 percent), eBay Electronics U.S. with 4.3 million (up 21 percent), Samsung Group with 3.5 million (up 74 percent) and Sony Electronics with 3.4 million (up 83 percent).

### **Top 50 Properties**

Yahoo! Sites ranked as the #1 property in November with 181.0 million visitors, followed by Google Sites with 178.7 million and Microsoft Sites with 175.7 million. Properties experiencing large movement

included Target Corporation, jumping 13 positions to #27 with 39.8 million visitors, and Wal-Mart, up 10 positions to the #20 spot with 51.8 million visitors. BestBuy.com Sites ranked as the #1 gaining property for the month, capturing a spot on the top 50 ranking at #41 with 28.8 million visitors.

### Top 50 Ad Focus Ranking

Google Ad Network led the November Ad Focus ranking with a reach of 93.2 percent of Americans online, followed by Yahoo! Network Plus with an 86.1-percent reach, Yahoo! Sites with 85.3 percent and AOL Advertising with 85.0 percent. Vibrant Media climbed 6 positions to capture the #14 spot with a 68.0-percent reach, while Walmart.com appeared on the top 50 ranking at #49 with 22.9 percent.

*A Note about comScore's Ad Focus Ranking: Since the release of October 2010 data, the Ad Focus Ranking now excludes custom entities reportable by comScore.*

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) November 2010 vs. October 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>				
	<b>Total Unique Visitors (000)</b>			<b>Rank by Unique Visitors</b>
	<b>Oct-10</b>	<b>Nov-10</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	212,788	212,296	0	N/A
Best Buy Sites	16,481	28,805	75	41
ShopLocal.com	3,647	6,256	72	236
Toysrus Sites	8,651	14,822	71	107
FrostWire	8,746	14,846	70	106
BearShare.com	4,610	7,716	67	203
Kohls Corporation	8,672	13,860	60	119
Groupon	6,452	9,954	54	159
AVG Technologies	11,811	17,587	49	87
Target Corporation	27,569	39,777	44	27
Wal-Mart	35,963	51,817	44	20

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

**Table 2**

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) November 2010 vs. October 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Oct-10</b>	<b>Nov-10</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	212,788	212,296	0
Services – Coupons	31,962	44,687	40
Retail – Jewelry/Luxury Goods/Accessories	16,268	22,181	36
Retail – Toys	19,962	27,040	35
Retail – Consumer Electronics	41,086	53,261	30
Retail – Department Stores	68,856	85,946	25
Retail – Consumer Goods	23,414	27,513	18
Community – Pets	23,416	27,462	17
Retail – Mall	15,684	18,223	16
Retail – Fragrances/Cosmetics	13,419	15,505	16
Retail – Sports/Outdoor	28,838	32,731	13

**Table 3**

<b>comScore Top 50 Properties (U.S.)                      November 2010                      Total U.S. – Home, Work and University Locations                      Source: comScore Media Metrix</b>						
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	212,296				
1	Yahoo! Sites	180,987		26	Gannett Sites	39,851
2	Google Sites	178,726		27	Target Corporation	39,777
3	Microsoft Sites	175,731		28	YellowBook Network	39,635
4	FACEBOOK.COM	151,722		29	Federated Media Publishing	38,708
5	AOL, Inc.	114,484		30	Weather Channel, The	37,891
6	Ask Network	92,369		31	Break Media Network	37,314
7	Glam Media	89,864		32	Adobe Sites	34,982
8	CBS Interactive	88,017		33	iVillage.com: The Womens Network	33,045
9	Turner Digital	86,452		34	Alloy Digital Network	31,695
10	Amazon Sites	83,875		35	Scripps Networks Interactive Inc.	30,371
11	Viacom Digital	81,710		36	AT&T Interactive Network	30,111
12	Wikimedia Foundation Sites	77,773		37	Disney Online	29,928
13	New York Times Digital	72,280		38	Superpages.com Network	29,891
14	Apple Inc.	69,896		39	Tribune Interactive	29,628
15	Fox Interactive Media	69,184		40	WordPress	29,250
16	eBay	68,441		41	Best Buy Sites	28,805
17	Demand Media	64,831		42	LINKEDIN.COM	28,470
18	Answers.com Sites	57,926		43	WeatherBug Property	28,304
19	VEVO	57,760		44	Conde Nast Digital	27,806
20	Wal-Mart	51,817		45	Sears Sites	27,773
21	craigslist, inc.	49,720		46	Six Apart Sites	26,997
22	Comcast Corporation	49,019		47	Everyday Health	26,575
23	NetShelter Technology Media	45,819		48	CafeMom Network	26,540
24	ESPN	43,129		49	Verizon Communications Corporation	26,489
25	Technorati Media	42,714		50	NFL Internet Group	26,238

Table 4

## comScore Ad Focus Ranking (U.S.)

November 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>	212,296	100.0				
1	Google Ad Network**	197,882	93.2	26	Adify**	113,336	53.4
2	Yahoo! Network Plus**	182,757	86.1	27	Undertone Networks**	109,570	51.6
3	Yahoo! Sites	180,987	85.3	28	ContextWeb**	108,637	51.2
4	AOL Advertising**	180,428	85.0	29	CPX Interactive**	108,526	51.1
5	Google	170,464	80.3	30	AdBlade Network**	96,391	45.4
6	Turn Media Platform**	168,396	79.3	31	Ask Network	92,369	43.5
7	ValueClick Networks**	167,554	78.9	32	Kontera**	90,293	42.5
8	24/7 Real Media**	165,706	78.1	33	Glam Media	89,864	42.3
9	Collective Display**	158,718	74.8	34	Bing	86,154	40.6
10	AdBrite**	157,129	74.0	35	ShareThis	81,116	38.2
11	Facebook.com	151,722	71.5	36	Windows Live	76,428	36.0
12	Microsoft Media Network US**	149,840	70.6	37	Lotame Solutions**	74,500	35.1
13	Specific Media**	149,816	70.6	38	VideoEgg**	73,451	34.6
14	Vibrant Media**	144,415	68.0	39	Meebo	70,792	33.3
15	AudienceScience**	142,259	67.0	40	Dedicated Media**	70,754	33.3
16	Tribal Fusion**	141,937	66.9	41	RMM (formerly Red McCombs Media)**	70,561	33.2
17	Traffic Marketplace**	141,313	66.6	42	Amazon.com	70,188	33.1
18	FOX Audience Network**	140,745	66.3	43	Monster Career Ad Network (CAN)**	69,076	32.5
19	interclick**	139,427	65.7	44	Technorati Media**	67,195	31.7
20	Adconion Media Group**	133,844	63.0	45	MediaWhiz**	67,126	31.6
21	Burst Media**	132,277	62.3	46	Demand Media	64,831	30.5
22	Casale Media - MediaNet**	131,040	61.7	47	MTV Networks Music	57,789	27.2
23	MSN	130,024	61.2	48	Ybrant - Oridian - ADdynamix Network**	55,861	26.3
24	YouTube.com*	116,867	55.0	49	Walmart.com	48,579	22.9
25	AOL, Inc.	114,484	53.9	50	NetShelter Technology Media	45,819	21.6

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 85.3 percent of the 212 million Internet users in November.

\* 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 business analytics. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).