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comScore Media Metrix Ranks Top 50 U.S. Web Properties for August 2011

Americans Gear Up For Back-to-School at Education Information and Book Sites

Seasonal Allergies and Weather Drive Traffic to Pharmacy and Weather Sites

RESTON, VA, September 21, 2011 – 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 August 2011 based on data from the [comScore Media Metrix](#) service. Millions of Americans prepared for the 2011-2012 school year by browsing Education Information and Career Training sites, and making purchases on Book sites. Between summer travel, seasonal weather and Hurricane Irene, visitors had plenty of reason to browse Weather sites, while information on allergies and flu shots drove traffic to Pharmacy sites.

“Online activity was largely driven by back-to-school in August as Americans made final preparations on all fronts for the upcoming academic year,” said Jeff Hackett, executive vice president of comScore. “Weather was also top of mind for many Americans, especially on the east coast with the onset of Hurricane Irene, and Pharmacy sites saw pickup in time with allergy and flu shot season.”

Web Receives A’s in Back-to-School Planning

Education Information represented the fastest growing category in August, growing 19 percent to 73.7 million visitors in July. Pearson Education ranked first in the category with 15.6 million visitors (up 35 percent), followed by HotChalk with 13.6 million (up 31 percent), ClassesUSA.com with 6.6 million (up 8 percent), About.com Education with 6.4 million (up 29 percent) and CoolMath.com Inc with 3.7 million visitors. College students checked out the reviews on their professors for the semester at RateMyProfessors.com, which jumped 45 percent to 3.2 million visitors, while Blackboard.com attracted 3 million visitors (up 64 percent).

Career Training and Education Sites also experienced a traffic spike in August, growing 12 percent to 12.3 million visitors. LiveCareer.com ranked as the category leader with 1.2 million visitors (up 23 percent), followed by FastWeb.com with 698,000 (up 13 percent) and Learn4Good.com with 559,000. AesopOnline.com nearly tripled its audience to 370,000 in August (up 192 percent, while Pryor.com rounded out the top five with 357,000 visitors (up 10 percent).

Book retailers represented another top-gaining category in August, growing 11 percent to 26.1 million visitors. Barnes & Noble ranked #1 in the category with 9.8 million visitors (up 19 percent), while BookSpan property saw 1.8 million. Chegg.com proved to be a great option for students on a budget, surging 273 percent to the #3 spot with nearly 1.7 million visitors. Borders Group, Inc. closely followed with nearly 1.7 million visitors, while AbeBooks took fifth with 1.6 million (up 56 percent).

Americans Feel Under the Weather with Hurricane Irene and Allergies

Between the onset of Hurricane Irene and seasonal August weather, Americans had reason to visit Weather sites during the month. The category grew 7 percent to an all-time high of nearly 100 million visitors, with The Weather Channel taking the top spot reaching 69 million visitors (up 15 percent). WeatherBug Property came in second with 24.4 million visitors, followed by Weather Underground with 13.3 million (up 24 percent), AccuWeather Sites with 11.6 million (up 34 percent) and Yahoo! Weather with 9.9 million.

Pharmacy sites experienced healthy growth spurt in August, although their visitors might not have been feeling so well. The category grew 8 percent to 5.4 million visitors, with QZMart earning the top with 533,000 visitors (up 4 percent). Express Scripts, Inc. drew 490,000 visitors (up 8 percent), followed by CareMark.com with 418,000 (up 3 percent), HY-VEE.com with 243,000 (up 17 percent) and MedCo.com with 227,000 (up 22 percent).

Top 50 Properties

Google Sites ranked as the #1 property in August with 183.4 million visitors, followed by Yahoo! Sites with 177.5 million and Microsoft Sites with 177.2 million. ESPN, Answers.com Sites and Adobe Sites each jumped 5 positions, to rank consecutively at #24, #25 and #26. The Washington Post Company, CareerBuilder LLC and AT&T, Inc. newly appeared on the chart this month at #47, #49 and #50, respectively.

Top 50 Ad Focus Ranking

Google Ad Network led the August Ad Focus ranking with a reach of 93.4 percent of Americans online, followed by Yahoo! Network Plus (87.4 percent) and AOL Advertising (86.9 percent). AT&T AdWorks debuted on the ranking at #4 with an 83.9-percent reach, while ValueClick Networks rounded out the top five with at 82.8-percent.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) August 2011 vs. July 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Jul-11	Aug-11	% Change	
<i>Total Internet : Total Audience</i>	215,054	216,006	0	N/A
NFL Internet Group	11,203	21,474	92	71
FedEx	9,032	14,610	62	111
Department of Commerce	6,901	10,300	49	156
Pearson Education	11,489	15,552	35	106
AccuWeather Sites	8,693	11,610	34	142
IB Times	5,092	6,653	31	232
HotChalk	10,406	13,584	31	123
Directv Sites	5,438	7,070	30	219
Liberty Media Holding Corporation	16,755	21,675	29	68
Media General Sites	5,781	7,314	27	215

**Ranking based on the top 250 properties in August 2011. 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.) August 2011 vs. July 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Jul-11	Aug-11	% Change
<i>Total Internet : Total Audience</i>	215,054	216,006	0
Education – Information	61,778	73,730	19
Directories/Resources – Shipping	27,711	32,361	17
Career Resources & Development – Training & Education	11,044	12,348	12
Retail – Books	23,449	26,126	11
Community – Family & Parenting	96,392	105,050	9
Gambling – Lotto/Sweepstakes	20,521	22,300	9
Community – Pets	22,939	24,840	8
Health – Pharmacy	5,041	5,438	8
Business/Finance – News/Research	104,708	112,685	8
News/Information – Weather	92,933	99,776	7

Table 3

comScore Top 50 Properties (U.S.)

August 2011

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>	<i>216,006</i>				
1	Google Sites	183,384		26	Adobe Sites	39,659
2	Yahoo! Sites	177,548		27	Wal-Mart	38,982
3	Microsoft Sites	177,223		28	NetShelter Technology Media	38,434
4	Facebook.com	162,387		29	AT&T Interactive Network	37,015
5	AOL, Inc.	109,239		30	Technorati Media	35,583
6	Amazon Sites	101,701		31	LinkedIn.com	35,333
7	Turner Digital	94,251		32	Tribune Interactive	34,979
8	Ask Network	88,430		33	Twitter.com	33,926
9	Glam Media	85,067		34	Yelp.com	33,509
10	Viacom Digital	82,589		35	Myspace	33,068
11	Wikimedia Foundation Sites	79,490		36	Superpages.com Network	31,500
12	CBS Interactive	77,968		37	Disney Online	31,215
13	Apple Inc.	74,997		38	iVillage.com: The Womens Network	30,183
14	eBay	73,710		39	Netflix.com	29,166
15	Weather Channel, The	68,979		40	Break Media	28,408
16	New York Times Digital	66,110		41	Everyday Health	28,389
17	VEVO	65,709		42	WebMD Health	27,498
18	Demand Media	59,385		43	Fox News Digital	27,479
19	craigslist, inc.	55,228		44	Expedia Inc	27,341
20	Comcast Corporation	51,550		45	NBC Universal	26,815
21	WordPress	45,823		46	Target Corporation	26,437
22	Gannett Sites	44,152		47	The Washington Post Company	25,882
23	Federated Media Publishing	42,614		48	Verizon Communications Corporation	25,127
24	ESPN	41,624		49	CareerBuilder LLC	25,013
25	Answers.com Sites	39,759		50	AT&T, Inc.	24,476

Table 4

comScore Ad Focus Ranking (U.S.)**August 2011****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>	216,006	100.0				
1	Google Ad Network**	201,812	93.4	26	YOUTUBE.COM*	125,350	58.0
2	Yahoo! Network Plus**	188,871	87.4	27	ContextWeb**	123,527	57.2
3	AOL Advertising**	187,804	86.9	28	Undertone**	112,265	52.0
4	AT&T AdWorks (Demand Side Network)**	181,307	83.9	29	CPX Interactive**	111,276	51.5
5	ValueClick Networks**	178,890	82.8	30	AOL, Inc.	109,239	50.6
6	Yahoo! Sites	177,548	82.2	31	AdBlade Network**	102,623	47.5
7	24/7 Real Media Global Web Alliance**	176,881	81.9	32	Bing	102,267	47.3
8	ShareThis	175,491	81.2	33	Meebo	92,304	42.7
9	Google	174,985	81.0	34	Kontera**	89,182	41.3
10	Tribal Fusion**	167,627	77.6	35	Ask Network	88,430	40.9
11	Specific Media**	163,736	75.8	36	Glam Media	85,067	39.4
12	Collective Display**	163,458	75.7	37	Windows Live	80,516	37.3
13	FACEBOOK.COM	162,387	75.2	38	AMAZON.COM*	75,101	34.8
14	AdBrite**	161,806	74.9	39	Lotame Solutions**	71,905	33.3
15	Burst Media**	154,255	71.4	40	Brand.net Network**	71,894	33.3
16	Casale Media - MediaNet**	152,726	70.7	41	Weather Channel, The	68,979	31.9
17	interclick**	149,732	69.3	42	Monster Career Ad Network (CAN)**	65,879	30.5
18	Cox Digital Solutions - Network**	147,809	68.4	43	Dedicated Media**	64,483	29.9
19	AudienceScience**	145,914	67.6	44	Technorati Media**	64,232	29.7
20	Traffic Marketplace**	145,017	67.1	45	Goodway Group**	60,366	27.9
21	Microsoft Media Network US**	140,965	65.3	46	MTV Networks Music	60,351	27.9
22	FOX Audience Network**	139,927	64.8	47	Demand Media	59,385	27.5
23	Vibrant Media**	138,096	63.9	48	MediaWhiz**	55,737	25.8
24	Adconion Media Group**	128,994	59.7	49	RMM (formerly Red McCombs Media)**	49,125	22.7
25	MSN	125,720	58.2	50	CNN	48,105	22.3

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in August. For instance, Yahoo! Sites was seen by 82.2 percent of the 216 million Internet users in August.

* 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.