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

***Retail Sites Thrive as Holiday Shopping Season Begins***

***Americans Hunt Down the Best Deals at Coupon Sites***

**RESTON, VA, December 22, 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 November 2011 based on data from the [comScore Media Metrix](#) service. Millions of Americans began their holiday shopping in November, driving most of the Web activity during the month. Among the top-gaining retail categories were Toys, Consumer Electronics and Mall sites, each posting strong gains of more than 25 percent versus October. Coupon sites assisted shoppers in finding promotional codes, discounts and free shipping deals with ease.

“The holiday shopping season got off to a strong start in November as many Americans looked to cash in on early shopping promotions and discounts,” said Jeff Hackett, executive vice president of comScore. “Savings still appear to be a priority for consumers this season, as observed by the increase in visitors to Coupon sites, especially around the time of Black Friday and Cyber Monday.”

**Toys and Gadgets for All**

Toy sites posted the strongest gains in November, growing 34 percent to 28.9 million visitors. Toysrus Sites ranked first in the category with 15.6 million visitors, a 71-percent increase versus October, earning it a spot on the top-gaining properties list. The LEGO Group came in second with 4.4 million visitors (up 12 percent), followed by Disney Shopping with 2.2 million (up 37 percent), AmericanGirl.com with 2.1 million (up 89 percent) and Fisher Price with 1.9 million (up 32 percent).

Consumer Electronics sites also fared well in November, jumping 28 percent to 59.1 million visitors, as flat panel TVs, e-readers and tablets continue to be popular items this holiday season. BestBuy.com

ranked #1 in the category with 35.3 million visitors (up 78 percent), followed by eBay Electronics U.S. with 7.7 million (up 19 percent), RadioShack Corporation with 5 million (up 69 percent) and Buy.com with 4.2 million (up 26 percent). Showing exceptional growth was hhgregg.com, which surged 107 percent to 2 million visitors.

### **Luxury Items Dazzle Shoppers**

24 million Americans browsed Jewelry, Luxury Goods and Accessories sites, up 23 percent, as many consumers decided to indulge in more extravagant gifts this season. 6pm.com secured the #1 position with 2.4 million visitors (up 40 percent), followed by Zale Corporation with 2 million (up 58 percent), BradfordExchange.com with 2 million (up 51 percent) and Coach.com with 1.9 million (up 22 percent). Kay Jewelers rounded out the top five with 1.5 million, doubling versus October.

### **1 in 4 Visitors to Retail Sites also visited Coupon Sites**

Browsing Coupon sites was an essential part of the online shopping experience for many holiday shoppers in November, with the category growing 12 percent to 49 million visitors. Category leader Groupon attracted 11.8 million visitors (up 2 percent), followed by Coupons, Inc. with 8.3 million, RetailMeNot.com with 7.4 million (up 24 percent) and LivingSocial with 4.2 million (up 1 percent). BlackFriday.info was a big gainer in the category, jumping 756 percent to more than 4 million visitors. CouponAlert.com drew 2.7 million visitors (up 1 percent), followed by DealsPL.us with 2.5 million (up 41 percent) and CouponCabin.com with 2.1 million (up 46 percent).

### **Top 50 Properties**

Google Sites ranked as the #1 property in November with 186.7 million visitors, followed by Microsoft Sites with 175.5 million and Yahoo! Sites with 174.5 million. Amazon Sites jumped to fifth place with 112.9 million visitors. Target Corporation leaped 20 positions in the ranking to secure the #26 ranking with 40.2 million visitors. Best Buy Sites and Sears Sites were new to the list at #29 and #38, respectively.

### **Top 50 Ad Focus Ranking**

Google Ad Network led the November Ad Focus ranking with a reach of 92.8 percent of Americans online, followed by Yahoo! Network Plus (86.3 percent) and AOL Advertising (84.9 percent), AT&T AdWorks (83.0 percent) and ValueClick Networks (81.8 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) November 2011 vs. October 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			
	Oct-11	Nov-11	% Change	Rank by Unique Visitors
Total Internet : Total Audience	221,160	220,995	0	N/A
ShopLocal.com	3,297	7,651	132	216
Best Buy Sites	21,142	36,484	73	29
Toysrus Sites	9,124	15,585	71	110
Kohls Corporation	10,050	16,571	65	103
Macy's Inc.	12,280	18,432	50	91
Limitedbrands	6,837	10,215	49	159
Target Corporation	27,086	40,167	48	26
Gap, Inc.	7,786	11,194	44	143
Sears Sites	22,056	31,007	41	38
JCPenney Sites	14,191	19,507	37	82

\*Ranking based on the top 250 properties in November 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.) November 2011 vs. October 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Oct-11	Nov-11	% Change
Total Internet : Total Audience	221,160	220,995	0
Retail – Toys	21,629	28,921	34
Retail – Consumer Electronics	46,286	59,138	28
Retail – Mall	15,646	19,886	27
Retail – Jewelry/Luxury Goods/Accessories	19,521	23,992	23
Retail – Department Stores	75,876	92,719	22
Retail – Fragrances/Cosmetics	14,591	16,852	15
Retail – Consumer Goods	26,465	29,771	12
Community – Food	84,369	94,804	12
Retail – Home Furnishings	37,515	42,120	12
Services – Coupons	43,770	48,988	12

Table 3

**comScore Top 50 Properties (U.S.)****November 2011****Total U.S. – Home, Work and University Locations****Source: comScore Media Metrix**

<b>Rank</b>	<b>Property</b>	<b>Unique Visitors (000)</b>		<b>Rank</b>	<b>Property</b>	<b>Unique Visitors (000)</b>
	<i>Total Internet : Total Audience</i>	220,995				
1	Google Sites	186,659		26	Target Corporation	40,167
2	Microsoft Sites	175,499		27	Technorati Media	38,700
3	Yahoo! Sites	174,481		28	NetShelter Technology Media	36,625
4	Facebook.com	166,007		29	Best Buy Sites	36,484
5	Amazon Sites	112,878		30	Adobe Sites	35,843
6	AOL, Inc.	106,209		31	Twitter.com	35,447
7	Ask Network	89,935		32	LinkedIn.com	34,991
8	Turner Digital	87,336		33	AT&T Interactive Network	33,717
9	Wikimedia Foundation Sites	84,367		34	Alloy Digital Network	32,322
10	Glam Media	83,901		35	Tribune Interactive	32,043
11	CBS Interactive	80,981		36	Superpages.com Network	31,957
12	New York Times Digital	79,629		37	Disney Online	31,486
13	Apple Inc.	79,219		38	Sears Sites	31,007
14	Viacom Digital	78,927		39	iVillage.com: The Womens Network	30,956
15	eBay	72,166		40	Fox News Digital Network	30,888
16	Federated Media Publishing	71,670		41	Scripps Networks Interactive Inc.	30,048
17	VEVO	63,348		42	Yelp.com	28,951
18	Wal-Mart	58,512		43	Everyday Health	28,755
19	Demand Media	58,487		44	Break Media	28,164
20	Weather Channel, The	55,285		45	NBC Universal	27,390
21	craigslist, inc.	51,756		46	Reader's Digest Digital Network	27,341
22	Comcast Corporation	51,172		47	Verizon Communications Corporation	27,305
23	ESPN	47,217		48	WebMD Health	27,020
24	Gannett Sites	43,179		49	NFL Internet Group	26,921
25	Answers.com Sites	42,486		50	The Washington Post Company	26,911

Table 4

**comScore Ad Focus Ranking (U.S.)****November 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>	220,995	100.0				
1	Google Ad Network**	205,158	92.8	26	Undertone**	124,622	56.4
2	Yahoo! Network Plus**	190,608	86.3	27	MSN	120,857	54.7
3	AOL Advertising**	187,557	84.9	28	CPX Interactive**	107,874	48.8
4	AT&T AdWorks**	183,418	83.0	29	AdBlade Network**	106,820	48.3
5	ValueClick Networks**	180,672	81.8	30	AOL, Inc.	106,209	48.1
6	24/7 Real Media Global Web Alliance**	178,985	81.0	31	Meebo	102,961	46.6
7	Google	178,484	80.8	32	Bing	99,286	44.9
8	Specific Media**	177,180	80.2	33	FOX Audience Network**	95,308	43.1
9	Yahoo! Sites	174,481	79.0	34	Rocket Fuel**	95,267	43.1
10	ShareThis	172,518	78.1	35	Amazon.com*	93,623	42.4
11	Tribal Fusion**	168,800	76.4	36	Ask Network	89,935	40.7
12	Collective Display**	167,344	75.7	37	Smowtion Ad Network**	85,331	38.6
13	Facebook.com	166,007	75.1	38	Kontera**	83,987	38.0
14	Casale Media - MediaNet**	161,465	73.1	39	Glam Media	83,901	38.0
15	AdBrite**	161,310	73.0	40	Technorati Media**	78,499	35.5
16	Microsoft Media Network US**	157,804	71.4	41	Windows Live	75,432	34.1
17	interclick**	154,367	69.9	42	Federated Media Publishing	71,670	32.4
18	Cox Digital Solutions - Network**	150,886	68.3	43	RMM (formerly Red McCombs Media)**	69,757	31.6
19	AudienceScience**	148,880	67.4	44	Monster Career Ad Network (CAN)**	69,479	31.4
20	Burst Media**	139,540	63.1	45	Dedicated Media**	63,699	28.8
21	Traffic Marketplace**	138,691	62.8	46	About	61,351	27.8
22	PulsePoint**	136,693	61.9	47	Demand Media	58,487	26.5
23	Vibrant Media**	136,641	61.8	48	MTV Networks Music	55,286	25.0
24	Adconion Media Group**	130,842	59.2	49	Weather Channel, The	55,285	25.0
25	YouTube.com*	124,681	56.4	50	Walmart.com	54,426	24.6

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 79.0 percent of the 221 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).