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**comScore Media Metrix Ranks Top 50 U.S. Web Properties for March 2013**

*Spring Break Drives Traffic to Toy and Teen Sites*

*Sports Sites Jump for March Madness*

**RESTON, VA, May 1, 2013** – 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 March 2013 based on data from the [comScore Media Metrix](#) service. With the start of spring and change of weather, many Americans visited Pharmacy sites for helping battling seasonal allergies and colds. Spring break was also in session for many students, causing an influx of traffic at Toy and Teen sites as they looked for ways to fill their free time.

“With the change of season in March, many Americans looked for ways to enjoy their Spring breaks and manage their seasonal allergies,” said Jeff Hackett, executive vice president of comScore. “Americans also tuned into sports in a big way during the month, with NCAA March Madness front and center for many sports fans in addition to the beginning of baseball season and the home stretch for pro basketball and hockey.”

**Pharmacy Sites Spring to the Rescue for Seasonal Allergies**

Many Americans welcomed spring with open arms in March, while others called on Pharmacy sites for relief from seasonal allergies and colds. The Pharmacy category saw an increase of 23-percent in March, drawing nearly 8 million visitors. Ranking #1 in the category was Express Scripts, Inc. with 1.7 million visitors (up 35 percent), followed by Caremark.com with 1 million (up 24 percent), Dexilant.com with 990,000 (up 115 percent), Hy-Vee.com with 441,000 (up 45 percent), GoodRX.com with 440,000 (up 41 percent) and Walmart Pharmacy with 335,000 (up 20 percent).

## **Students and Parents Beat Spring Break Boredom at Teen and Toy Sites**

Toy sites saw an uptick in traffic as parents looked for ways to amuse their kids while on spring break for the week. The category posted a 19-percent gain versus February with 16.1 million visitors. Toysrus Sites came in at #1 with 5.7 million visitors (up 19 percent), followed by The LEGO Group with 3.7 million (up 31 percent), Disney Shopping with 1.2 million (up 14 percent), AmericanGirl.com with 1.1 million (up 69 percent) and Fisher Price with 668,000 (up 17 percent).

Traffic to Teen sites also spiked as students turned to the Web to enjoy some leisure time away from their books. The overall category attracted 26.6 million visitors (up 12 percent), with IMVU ranking #1 with 10.9 million visitors (up 16 percent). Coming in second was Totallyher Teens – Teenspot.com with 4.1 million visitors (up 4 percent), followed by Cambio with 2.9 million (up 15 percent), Stardoll.com Sites with 1.9 million (up 4 percent), TeenNick.com with 1.6 million (up 9 percent) and Hearst Teen Network with 1.6 million (up 2 percent).

## **Movers & Shakers**

Sports sites MLB, ESPN and SB Nation each earned a spot on the top-gaining properties chart in March with college basketball's March Madness and the beginning of Major League Baseball season driving heightened interest. MLB ranked as the fastest-growing property with 11.3 million visitors (up 34 percent), while ESPN ranked #6 with 38.4 million (up 28 percent) and SB Nation ranked #7 with 15.1 million (up 27 percent).

Many Americans also got a head start on spring cleaning and home renovations in March, causing a spike in traffic at Lowes (up 34 percent to 13.7 million visitors). Procter & Gamble appeared on the chart at #3 with a gain of 34 percent to 7.2 million visitors, while Vimeo jumped 30 percent to 18.7 million visitors in its way to the #4 spot.

## **Top 50 Properties**

Google Sites ranked as the #1 property in March with 192 million visitors, followed by Yahoo! Sites with 191 million, Microsoft Sites with 166 million and Facebook.com with 148 million. Amazon Sites climbed into the #5 position with 121 million visitors. ESPN jumped 5 positions in the ranking to #30 with 38.4 million visitors, while Disney Online jumped 6 positions to #40 with 29.4 million.

## Ad Focus Rankings

comScore has expanded its ad focus reporting to provide additional granularity in the classification of ad publishers, networks and other platforms that comprise the ecosystem.

Among syndicated Ad Focus entities, ShareThis ranked first in March with a 95.4-percent reach of Americans online, followed by Outbrain (86.7 percent), Yahoo! Sites (85.9 percent), Google (83.4 percent), Facebook.com (66.1 percent) and YouTube.com (57.8 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.2-percent reach, followed by Specific Media (90.6 percent), Federated Media Publisher Network (86.0 percent), AOL Advertising (83.3 percent) and AT&T AdWorks (83.3 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 97.2 percent of Americans online, followed by Fulcrum5 with 76.5 percent.

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) March 2013 vs. February 2013 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>Feb-13</b>	<b>Mar-13</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	221,379	222,933	1	N/A
MLB	8,421	11,292	34	160
Lowes.com	10,239	13,681	34	133
Procter & Gamble	5,400	7,212	34	246
Vimeo	14,403	18,698	30	86
NewsMax.com Sites	8,071	10,427	29	175
ESPN	29,937	38,398	28	30
SB Nation	11,897	15,081	27	116
SoundCloud.com	8,135	10,269	26	178
WikiHow.com	13,246	16,650	26	104
LivingSocial	7,331	8,948	22	197

\*Ranking based on the top 250 properties in March 2013. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.

**Table 2**

	Total Unique Visitors (000)		
	Feb-13	Mar-13	% Change
<i>Total Internet : Total Audience</i>	221,379	222,933	1
Lifestyles – Gay/Lesbian	7,886	11,022	40
Health – Pharmacy	6,509	7,980	23
Gambling – Online Gambling	9,590	11,623	21
Retail – Toys	13,526	16,102	19
Travel – Car Rental	6,487	7,717	19
Services – Incentives	23,673	26,726	13
Retail – Fragrances/Cosmetics	13,142	14,769	12
Career Services & Development – Training & Education	13,558	15,170	12
Family & Youth – Teens	23,806	26,593	12
Lifestyles – Religion/Spirituality	33,706	37,543	11

Table 3

comScore Top 50 Properties (U.S.) March 2013 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>	222,933				
1	Google Sites	192,351		26	Adobe Sites	40,875
2	Yahoo! Sites	191,407		27	Federated Media Publishing	40,100
3	Microsoft Sites	166,320		28	YELP.COM	39,533
4	Facebook	148,482		29	TWITTER.COM	39,176
5	Amazon Sites	121,394		30	ESPN	38,398
6	AOL, Inc.	114,528		31	Meredith Digital	35,371
7	Glam Media	104,532		32	New York Times Digital	35,297
8	Wikimedia Foundation Sites	89,646		33	WebMD Health	34,696
9	CBS Interactive	88,691		34	Fox News Digital Network	33,234
10	Turner Digital	81,280		35	YP Local Media Network	32,768
11	Apple Inc.	78,778		36	WORDPRESS.COM*	31,077
12	Demand Media	76,049		37	NETFLIX.COM	30,308
13	Viacom Digital	71,993		38	T365 - Tribune	30,125
14	Ask Network	71,000		39	PINTEREST.COM	29,548
15	eBay	70,983		40	Disney Online	29,353
16	Comcast NBCUniversal	69,260		41	TUMBLR.COM*	29,266
17	About	67,180		42	Everyday Health	28,830
18	VEVO	52,922		43	AVG Technologies	28,784
19	Answers.com Sites	51,995		44	Scripps Networks Interactive Inc.	28,314
20	The Weather Company	51,582		45	The Washington Post Company	27,570
21	Gannett Sites	50,385		46	Time Warner (Excl. Turner/WB)	27,022
22	LinkedIn	49,957		47	Dictionary.com Network	27,005
23	craigslist, inc.	49,251		48	AT&T, Inc.	26,573
24	Hearst Corporation	41,177		49	BitTorrent Network	26,423
25	Wal-Mart	41,014		50	CraveOnline (Evolve Media LLC.)	26,354

Table 4

comScore Ad Focus Rankings (U.S.) March 2013 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix							
Top 30 Syndicated Ad Focus Entities				Top 20 Ad Networks/Buy Side Networks			
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	222,933	100.0		<i>Total Internet : Total Audience</i>	222,933	100.0
1	ShareThis	212,624	95.4	1	Google Ad Network**	207,728	93.2
2	Outbrain	193,330	86.7	2	Specific Media**	201,992	90.6
3	Yahoo! Sites	191,407	85.9	3	Federated Media Publisher Network**	191,745	86.0
4	Google	185,826	83.4	4	AOL Advertising**	185,768	83.3
5	FACEBOOK.COM	147,357	66.1	5	AT&T AdWorks**	185,646	83.3
6	YOUTUBE.COM*	128,832	57.8	6	Genome from Yahoo!***	180,111	80.8
7	AOL, Inc.	114,528	51.4	7	Real Media Group - 24/7 Access**	178,237	80.0
8	MSN	108,376	48.6	8	ValueClick Networks**	174,732	78.4
9	AMAZON.COM*	105,099	47.1	9	Vibrant Media**	173,415	77.8
10	Glam Media	104,532	46.9	10	Casale Media - MediaNet**	171,961	77.1
11	Bing	81,827	36.7	11	RadiumOne**	164,303	73.7
12	Demand Media	76,049	34.1	12	Microsoft Media Network US**	163,262	73.2
13	Ask Network	71,000	31.8	13	Collective Display**	162,705	73.0
14	About	67,180	30.1	14	Tribal Fusion**	160,828	72.1
15	Meebo	67,006	30.1	15	PulsePoint**	154,425	69.3
16	Windows Live	66,857	30.0	16	Burst Media**	154,247	69.2
17	Blogger	61,682	27.7	17	Rocket Fuel**	151,068	67.8
18	5min Media Platform	53,273	23.9	18	Cox Digital Solutions - Network**	150,898	67.7
19	Answers.com Sites	51,995	23.3	19	AudienceScience**	127,327	57.1
20	Gannett Sites	50,385	22.6	20	AdBlade Network**	122,451	54.9
21	MTV Music Group	50,303	22.6				
22	Linkedin	49,957	22.4				
					<b>Top DSP/SSP/Ad Exchange Entities</b>		
23	RockYou	49,903	22.4	1	Rubicon Project REVV Platform**	216,691	97.2
24	Weather Channel, The	45,118	20.2	2	Fulcrum5**	170,448	76.5
25	APPLE.COM	43,390	19.5				
26	CBS News	42,324	19.0				
27	IMDb	41,799	18.7				
28	CNN	40,804	18.3				
29	Federated Media Publishing	40,100	18.0				
30	YELP.COM	39,533	17.7				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in March. For instance, Yahoo! Sites was seen by 85.9 percent of the 223 million Internet users in March.

\* Entity has assigned some portion of traffic to other syndicated entities

**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 digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).