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

Mother's Day and Graduations Send Americans Shopping at Flowers/Gifts/Greetings Sites

Fans Flood Sports Sites for Updates on NBA and NHL Playoffs

RESTON, VA, June 15, 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 May 2010 based on data from the comScore Media Metrix service. Seasonal events in May including Mother's Day and professional sports playoffs drove the dominant online trends during the month.

“Between Mother's Day, graduations, proms, and even weddings, May is often an eventful month for many Americans,” said Jeff Hackett, senior vice president of comScore Media Metrix. “Flowers, Gifts, and Greetings sites were popular this month, providing shoppers with an easy way to purchase gifts for every occasion. Sports fans also had their hands full, turning to sports sites throughout the month for updates on the NBA and NHL playoff series, in addition to regular season MLB games.”

Online Flower Shopping Sprouts in May

The Flowers/Gifts/Greetings category grew 23 percent to 36 million visitors in May, led by AmericanGreetings Property with 10.4 million visitors. ProFlowers.com ranked second in the category with 7.3 million visitors (up 168 percent) as Americans looked to buy bouquets for Mother's Day. Gifts.com grabbed the #3 position with 5.8 million visitors (up 39 percent), followed by 1-800-Flowers.com, Inc. with 3.6 million (up 86 percent) and Hallmark with 2.8 million.

Sports Sites Feel the Heat During Playoffs

Loyal sports fans were kept on the edge of their seat in May during the NBA and NHL playoffs, resulting in a 20 percent jump in the Sports category during the month. Yahoo! Sites ranked #1 in the category with 35.9 million unique visitors, followed by ESPN with 25.4 million visitors. FOXSports.com on MSN

ranked third with 23.5 million visitors, while CBS Sports and Fantasy Sports Ventures rounded out the top five, each with 15.3 million visitors.

Americans Get their Entertainment News Fix Online

Americans were hooked on Entertainment News sites during May as they browsed for the latest celebrity gossip. The category reached an all-time high of nearly 100 million visitors during the month, representing a gain of 20-percent versus April. omg! was the category leader with 23 million visitors. TMZ ranked second with 16.1 million visitors (up 8 percent), followed closely by People with 15.4 million visitors (up 6 percent). E! Online experienced a comparatively large increase of 26 percent to reach 8.4 million visitors in the #4 position, while Entertainment Weekly rounded out the top 5 with 8.3 million.

Top 50 Properties

Google Sites ranked as the #1 property in May with 179 million visitors, followed by Yahoo! Sites with 167 million visitors and Microsoft Sites with 160 million visitors. Facebook.com held the #4 position in May with an all-time high of 130 million visitors, while AOL LLC attracted 112 million unique visitors.

Top 50 Ad Focus Ranking

BrightRoll Video Network led the May Ad Focus ranking reaching 97 percent of Americans online. YuMe Video Network ranked second, reaching 96 percent of the population, followed by ScanScout Network with a 93-percent reach.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) May 2010 vs. April 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Apr-10	May-10	% Change	
<i>Total Internet : Total Audience</i>	213,019	215,691	1	N/A
ProFlowers.com	2,714	7,284	168	223
McDonald's	5,514	9,691	76	172
IMLive.com	6,046	9,717	61	170
Dailymotion.com	10,297	13,129	28	126
Comcast Corporation	41,239	52,110	26	18
Hollywood.com Network	7,185	8,828	23	189
TheFind	9,711	11,819	22	138
Evite.com	5,468	6,621	21	250
Conduit.com	11,105	13,363	20	124

Buzzle.com	5,697	6,757	19	241
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*Ranking based on the top 250 properties in May 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.)
May 2010 vs. April 2010
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Apr-10	May-10	% Change
<i>Total Internet : Total Audience</i>	213,019	215,691	1
Retail – Flowers/Gifts/Greetings	29,381	36,096	23
Sports	117,016	140,554	20
Entertainment – News	83,566	99,976	20
Incentives	19,164	21,908	14
Health – Pharmacy	5,088	5,734	13
Online Gambling	11,549	12,943	12
Photos	112,714	125,338	11
Online Gaming	87,360	95,880	10
Coupons	28,923	31,580	9
Travel – Car Rental	6,023	6,571	9

Table 3

comScore Top 50 Properties (U.S.)
May 2010
Total U.S. – Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	215,691			
1	Google Sites	179,188	26	Federated Media Publishing	35,957
2	Yahoo! Sites	167,220	27	WordPress	35,770
3	Microsoft Sites	160,061	28	Wal-Mart	35,530
4	Facebook.com	130,308	29	iVillage.com: The Womens Network	34,531
5	AOL LLC	112,364	30	Break Media	33,798
6	Ask Network	91,939	31	Superpages.com Network	33,687
7	Fox Interactive Media	88,072	32	YellowBook Network	33,070
8	Turner Network	86,086	33	Adobe Sites	32,733
9	Glam Media	80,748	34	Verizon Communications Corporation	31,302
10	CBS Interactive	78,432	35	AT&T Interactive Sites	30,515
11	Wikimedia Foundation Sites	78,275	36	Time Warner - Excluding AOL	29,461
12	Amazon Sites	77,973	37	Tribune Interactive	29,415
13	New York Times Digital	72,378	38	NBC Universal	29,318
14	eBay	71,509	39	Lycos Global Search And Media	29,035

15	Apple Inc.	67,898		40	Expedia Inc	28,504
16	Viacom Digital	62,252		41	Weatherbug Property	27,565
17	Demand Media	56,261		42	Gorilla Nation	27,509
18	Comcast Corporation	52,110		43	Disney Online	26,857
19	craigslist, inc.	50,830		44	Target Corporation	26,639
20	VEVO	48,961		45	Photobucket.com LLC	26,492
21	Answers.com Sites	45,390		46	Everyday Health	26,484
22	Weather Channel, The	43,498		47	Warner Music	26,263
23	NetShelter Technology Media	38,280		48	WorldNow Sites	25,428
24	Technorati Media	38,250		49	ESPN	25,359
25	Gannett Sites	37,522		50	The Washington Post Company	24,495

Table 4

comScore Ad Focus Ranking (U.S.)

May 2010

Total U.S. – Home, Work and University Locations

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	<i>215,691</i>	<i>100.0</i>				
1	BrightRoll Video Network - Potential Reach	210,052	97.4	26	Pulse 360**	143,391	66.5
2	YuMe Video Network - Potential Reach	207,783	96.3	27	Casale Media - MediaNet**	140,354	65.1
3	ScanScout Network - Potential Reach	201,456	93.4	28	AudienceScience (formerly Revenue Science)**	139,958	64.9
4	Tremor Media - Potential Reach	197,698	91.7	29	Adconion Media Group**	138,860	64.4
5	BBE - Potential Reach	192,745	89.4	30	interCLICK**	138,421	64.2
6	Advertising.com Video Network - Potential Reach	188,232	87.3	31	Burst Media**	133,282	61.8
7	SpotXchange Video Ad Network - Potential Reach	187,642	87.0	32	FACEBOOK.COM	130,308	60.4
8	Yahoo! Network**	186,893	86.6	33	ADSDAQ by ContextWeb**	129,212	59.9
9	AOL Advertising**	186,489	86.5	34	MSN	117,783	54.6
10	Google Ad Network**	183,594	85.1	35	NNN Total Newspapers: U.S.	117,655	54.5
11	ValueClick Networks**	177,616	82.3	36	YOUTUBE.COM*	112,760	52.3
12	Adconion Video Network - Potential Reach	176,594	81.9	37	AOL LLC	112,364	52.1
13	Google	171,450	79.5	38	AOL Media Network	112,316	52.1
14	TidalTV - Potential Reach	167,926	77.9	39	CPX Interactive**	111,568	51.7
15	Yahoo! Sites	167,220	77.5	40	Break Media - Potential Reach	108,743	50.4
16	Specific Media**	161,639	74.9	41	Centro - Potential Reach	106,885	49.6
17	24/7 Real Media**	161,100	74.7	42	Viacom Digital Network - Potential Reach	104,929	48.6

18	Microsoft Media Network US**	158,542	73.5	43	IB Local Network - Potential Reach	103,914	48.2
19	AdBrite**	156,955	72.8	44	Adify**	103,897	48.2
20	Digital Broadcasting Group (DBG) - Potential Reach	155,463	72.1	45	Undertone Networks**	102,921	47.7
21	Turn, Inc**	154,467	71.6	46	ITN Digital - Potential Reach	102,559	47.5
22	FOX Audience Network**	152,007	70.5	47	Cox Cross Media - Potential Reach	102,481	47.5
23	Collective Network**	147,639	68.4	48	Vibrant Media**	99,927	46.3
24	Tribal Fusion**	147,626	68.4	49	NCC Digital - Potential Reach	98,351	45.6
25	Traffic Marketplace**	146,193	67.8	50	Turner Network + Y! Partnership	95,004	44.0

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in May. For instance, Yahoo!

Sites was seen by 78 percent of the 216 million Internet users in May.

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

** Denotes an advertising network.

comScore has resumed reporting of the Top 50 Properties and Top 50 Ad-Focus rankings due to the conclusion of the unified digital measurement transition period.

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.