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

Retail and Shipping Sites Surge as Consumers Shop and Send Holiday Gifts

Americans Begin Research for Upcoming Tax Season

RESTON, VA, January 23, 2012 – 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 December 2011 based on data from the [comScore Media Metrix](#) service. The holiday shopping season continued its momentum into December, propelling Retail and Shipping sites to annual highs. Among the top-gaining retail categories for the month were Movies, Jewelry/Luxury Goods/Accessories and Flowers/Gifts/Greetings, each growing approximately 20 percent during the month. Many Americans also looked to close their financial books for the year, while others got a head start on researching information for 2012 tax season, making Tax sites the top-gaining category in December.

“The holiday shopping season continued with strong momentum in December as Americans worked to cross everyone off of their list in time for the holidays,” said Jeff Hackett, executive vice president of comScore. “Shipping sites were heavily trafficked as consumers tracked their packages, while some found time to browse Tax sites as they closed their books for 2011.”

Holiday Retail Rules the Web

Retail sites scattered the top-gaining properties list in December, including Movie sites which grew 21 percent to 43.8 million visitors. Netflix.com ranked as the category leader with 34.7 million visitors, a 31-percent increase versus November, earning it a spot on the top-gaining properties list. Redbox.com came in second with 5.3 million visitors, followed by Blockbuster Inc. with 3.6 million (up 7 percent) and Walmart Movies with 1.6 million.

Jewelry, Luxury Goods and Accessories sites reached 28.6 million visitors during the month (up 19 percent) led by 6PM.com with 2.6 million visitors (up 8 percent). BradfordExchange.com closely followed in second with 2.6 million visitors (up 30 percent), followed by Zale Corporation with 2.5 million (up 23 percent), Coach.com with 2.4 million (up 24 percent) and Kay Jewelers with 1.8 million (up 18 percent).

Flowers, Gifts and Greetings sites attracted 34.1 million visitors in December, representing a 19-percent increase. Gifts.com secured the #1 position in the category with 7.4 million visitors (up 31 percent), followed by AmericanGreetings Property with 5.9 million (up 22 percent), Hallmark.com with 2.4 million (up 7 percent) and PersonalizationMall.com with 2.1 million (up 65 percent). 1-800-Flowers.com, Inc. drew nearly 2 million visitors (up 19 percent), while ProFlowers.com drew 1.9 million (up 72 percent).

Shipping Sites Spike during Holiday Hustle

36 million Americans visited Shipping sites during the month to send and track packages, an increase of 22 percent from the prior month. UPS Sites topped the ranking with 20.3 million visitors (up 31 percent), followed by USPS Sites with 15.5 million (up 33 percent). FedEx ranked third with 12.4 million visitors (up 22 percent), while Stamps.com Inc witnessed 1.2 million visitors (up 23 percent).

Tax Sites Swell at Year's End

Tax sites saw an uptick in traffic in December as many looked to close their financial books or research the requirements for the upcoming tax season. More than 6.6 million visited a Tax site in December, up 29 percent to rank as the fastest growing category.

Top 50 Properties

Google Sites ranked as the #1 property in December with 187.1 million visitors, followed by Microsoft Sites with 177.3 million and Yahoo! Sites with 176.5 million. iVillage.com: The Womens Network jumped 10 positions to rank #29 with 36.4 million visitors, while Netflix.com appeared on the chart at #33 with 34.7 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the December Ad Focus ranking with a reach of 92.9 percent of Americans online, followed by Yahoo! Network Plus (84.9 percent), AOL Advertising (84.1 percent), AT&T AdWorks (82.9 percent) and ValueClick Networks (82.1 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) December 2011 vs. November 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Nov-11	Dec-11	% Change	
<i>Total Internet : Total Audience</i>	220,995	220,439	0	N/A
JibJab Media	2,373	7,278	207	225
Pinterest.com	4,855	7,516	55	221
AVG Technologies	6,144	8,491	38	198
Barnes & Noble	10,356	13,961	35	121
USPS	11,612	15,472	33	111
UPS Sites	15,436	20,287	31	78
Netflix.com	26,594	34,737	31	33
Instagr.am	5,484	7,145	30	230
CollegeHumor Media	5,467	6,890	26	241
Zazzle	5,833	7,270	25	226

*Ranking based on the top 250 properties in December 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.) December 2011 vs. November 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Nov-11	Dec-11	% Change
<i>Total Internet : Total Audience</i>	220,995	220,439	0
Business/Finance – Taxes	5,193	6,685	29
Directories/Resources – Shipping	29,635	36,088	22
Retail – Movies	36,156	43,775	21
Retail – Jewelry/Luxury Goods/Accessories	23,992	28,560	19
Retail – Flowers/Gifts/Greetings	28,726	34,112	19
Community – Gay/Lesbian	9,285	10,686	15
Retail – Sports/Outdoor	37,552	42,618	13
Services – e-cards	24,621	27,753	13
Entertainment – Humor	61,899	68,397	10
Retail – Books	27,490	30,366	10

Table 3

comScore Top 50 Properties (U.S.) December 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>	220,439				
1	Google Sites	187,138		26	Disney Online	37,780
2	Microsoft Sites	177,296		27	Twitter.com	37,461
3	Yahoo! Sites	176,485		28	Target Corporation	37,342
4	Facebook.com	162,486		29	iVillage.com: The Womens Network	36,410
5	Amazon Sites	114,732		30	Technorati Media	35,976
6	AOL, Inc.	107,076		31	Adobe Sites	35,850
7	Ask Network	89,168		32	NetShelter Technology Media	35,517
8	Glam Media	86,616		33	Netflix.com	34,737
9	Turner Digital	84,215		34	Best Buy Sites	34,521
10	Wikimedia Foundation Sites	83,010		35	AT&T Interactive Network	34,448
11	Apple Inc.	83,006		36	Alloy Digital Network	33,802
12	Viacom Digital	80,368		37	LinkedIn.com	33,523
13	CBS Interactive	78,588		38	Tribune Interactive	32,853
14	New York Times Digital	76,493		39	Superpages.com Network	30,199
15	eBay	74,500		40	Reader's Digest Digital Network	30,042
16	Federated Media Publishing	72,172		41	Sears Sites	29,852
17	VEVO	62,473		42	Yelp.com	29,765
18	Demand Media	57,107		43	Scripps Networks Interactive Inc.	29,560
19	Wal-Mart	55,786		44	Fox News Digital Network	29,040
20	Weather Channel, The	54,365		45	Break Media	28,845
21	Comcast Corporation	50,429		46	Liberty Media Holding Corporation	27,720
22	craigslist, inc.	49,802		47	The Washington Post Company	26,812
23	Gannett Sites	44,070		48	Everyday Health	26,798
24	ESPN	43,325		49	IGN Entertainment	26,427
25	Answers.com Sites	39,667		50	NFL Internet Group	26,286

Table 4

comScore Ad Focus Ranking (U.S.) December 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>	220,439	100.0				
1	Google Ad Network**	204,773	92.9	26	Undertone**	126,064	57.2
2	Yahoo! Network Plus**	187,052	84.9	27	MSN	122,189	55.4
3	AOL Advertising**	185,373	84.1	28	AdBlade Network**	111,972	50.8
4	AT&T AdWorks**	182,745	82.9	29	Meebo	109,268	49.6
5	ValueClick Networks**	180,978	82.1	30	AOL, Inc.	107,076	48.6
6	Specific Media**	180,613	81.9	31	CPX Interactive**	103,086	46.8
7	ShareThis	180,034	81.7	32	Technorati Media**	98,212	44.6
8	Google	179,420	81.4	33	Amazon.com*	97,126	44.1
9	24/7 Real Media Global Web Alliance**	176,536	80.1	34	Rocket Fuel**	96,585	43.8
10	Yahoo! Sites	176,485	80.1	35	Bing	96,377	43.7
11	Microsoft Media Network US**	174,467	79.1	36	Ask Network	89,168	40.5
12	Tribal Fusion**	167,658	76.1	37	Glam Media	86,616	39.3
13	Facebook.com	162,486	73.7	38	Kontera**	84,214	38.2
14	Collective Display**	161,888	73.4	39	Wikipedia.org	82,750	37.5
15	Casale Media - MediaNet**	161,030	73.0	40	FOX Audience Network**	81,363	36.9
16	AdBrite**	160,976	73.0	41	Smowtion Ad Network**	78,186	35.5
17	interclick**	149,716	67.9	42	Windows Live	73,292	33.2
18	Cox Digital Solutions - Network**	147,044	66.7	43	Federated Media Publishing	72,172	32.7
19	PulsePoint**	147,030	66.7	44	RMM (formerly Red McCombs Media)**	63,132	28.6
20	AudienceScience**	146,168	66.3	45	Monster Career Ad Network (CAN)**	60,929	27.6
21	Vibrant Media**	143,232	65.0	46	About	59,688	27.1
22	Adconion Media Group**	135,992	61.7	47	Demand Media	57,107	25.9
23	Burst Media**	135,733	61.6	48	MTV Networks Music	55,806	25.3
24	Traffic Marketplace**	130,599	59.2	49	Weather Channel, The	54,365	24.7
25	YouTube.com*	127,074	57.6	50	Apple.com	52,869	24.0

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in December. For instance, Yahoo! Sites was seen by 80.1 percent of the 220 million Internet users in December.

* 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.