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comScore Media Metrix Ranks Top 50 U.S. Web Properties for June 2012

Millions Flock to Travel Sites as Summer Begins

Retail Sites Spike as Americans Shop for Tickets, Toys and Sporting Goods

RESTON, VA, July 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 June 2012 based on data from the [comScore Media Metrix](#) service. As summer officially began in June, many Americans felt the desire to book travel plans, creating a spike in traffic at Ground/Cruise, Hotels/Resorts and other travel subcategories. Many also took the time to stock up on fun activities for the summer at Tickets, Toys, and Sporting Goods/Outdoor retail sites.

“June got off to a strong start with significant traffic gains seen at Travel and Retail sites as Americans readied their free time for the long-awaited summer months,” said Jeff Hackett, executive vice president of comScore. “With more leisure time for game playing on their hands, nearly 15 million people visited Zynga in June, representing a 103-percent gain to rank as the top-gaining property.”

American Embrace Summer Travel Season

Ground/Cruise Travel sites ranked as the top-gaining category in June, up 9 percent to 14 million visitors. Amtrak.com earned the #1 spot in the category with 2.7 million visitors (up 7 percent), followed by FirstGroup plc with 2 million visitors (up 22 percent). In third place was Carnival Cruise Lines with nearly 2 million visitors (up 6 percent), followed by Vacations to Go.com Sites with 1.2 million visitors (up 28 percent), Royal Caribbean Cruises Ltd. with 1.2 million visitors (up 7 percent) and Stagecoachbus Group with 1 million visitors (up 30 percent).

Hotel and Resort sites also ranked among the top-gaining categories in June, growing 8 percent to more than 37 million visitors. Hilton Hotels came in at #1 with 5.5 million visitors, followed by Marriott with

5.4 million visitors, Expedia Hotels with 5.2 million visitors (up 22 percent) and InterContinental Hotels Group with 4.7 million visitors (up 19 percent). Disney Parks & Travel drew 4.2 million visitors (up 9 percent), while Starwood Hotels and Resorts grew 30 percent to 3.3 million visitors.

Summer Entertainment for All Ages at Retail Sites

Several Retail subcategories posted seasonal gains with Americans spending more leisure time in June with school letting out and many kids heading to camp for the summer. 35 million Americans visited a Sports and Outdoor retail site in June (up 5 percent), with eBay Sports U.S. ranking #1 with 4.4 million visitors. In second was DicksSportingGoods.com with 3.2 million visitors (up 25 percent), followed by Cabelas Inc. with 2.9 million (up 10 percent), BassPro.com with 2.1 million (up 27 percent) and SportsAuthority.com with 1.8 million (up 4 percent).

Toy sites also served as a great resource to stock up on ways to keep the kids occupied during their summer vacation. The category rose 5 percent in June to 16 million visitors, with Toysrus Sites leading the way with 5.6 million visitors (up 2 percent). The LEGO Group earned the #2 spot with 3.6 million visitors (up 26 percent), followed by Disney Shopping with 1.2 million (up 5 percent), AmericanGirl.com with 748,000 (up 31 percent) and Fisher Price with 606,000 (up 47 percent).

Retail Ticket websites were also popular in June, rising 5 percent to more than 27 million visitors, as Americans opened their wallets for summer concert season and to check out the latest blockbusters at the movie theater. Ticketmaster topped the category with 14.4 million visitors, followed by StubHub.com with 4.5 million visitors (up 6 percent), MovieTickets.com with 3.2 million visitors (up 20 percent), Tickets.com Sites with 2.1 million visitors (up 3 percent) and eBay Tickets U.S. with 1.4 million visitors (up 8 percent).

Top 50 Properties

Google Sites ranked as the #1 property in June with 189 million visitors, followed by Yahoo! Sites with 167 million, Microsoft Sites with 166 million and Facebook.com with 160 million. Apple Inc. climbed one position in the ranking to #9 with 80.8 million visitors, while Disney Online climbed 5 positions to rank at #28 with 34.2 million.

Display Ad Ecosystem Rankings

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

Among syndicated Ad Focus entities, Google ranked first with an 82.4-percent reach of Americans online, followed by ShareThis (78.9 percent), Yahoo! Sites (75.6 percent), Facebook.com (72.3 percent) and YouTube.com (58.1 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93-percent reach, followed by AOL Advertising (84.6 percent), AT&T AdWorks (82.2 percent), Yahoo! Network Plus (80.7 percent) and ValueClick Networks (80 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 88.3 percent of Americans online.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)				
June 2012 vs. May 2012				
Total U.S. – Home, Work and University Locations				
Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	May-12	Jun-12	% Change	
<i>Total Internet : Total Audience</i>	221,163	221,155	0	N/A
Zynga	7,335	14,879	103	106
The Mozilla Organization	20,275	31,603	56	34
FullSail.edu	7,454	10,009	34	165
Sprint Nextel Corporation	10,123	13,427	33	119
BuzzFeed.com	8,463	10,734	27	155
Babylon.com	12,623	15,660	24	97
MeetMe Media	6,133	7,366	20	223
Verizon Communications Corporation	23,189	27,542	19	41
Stardoll Media	7,273	8,585	18	188
WikiHow.com	11,554	13,620	18	117

**Ranking based on the top 250 properties in June 2012. 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.) June 2012 vs. May 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	May-12	Jun-12	% Change
<i>Total Internet : Total Audience</i>	221,163	221,155	0
Travel – Ground/Cruise	13,039	14,256	9
Regional/Local	105,616	115,046	9
Business/Finance – Financial Information/Advice	48,749	52,662	8
Travel – Hotels/Resorts	34,613	37,379	8
Retail – Sports/Outdoor	33,209	35,003	5
Games	128,004	134,791	5
Travel – Transactions	3,907	4,113	5
Retail – Toys	15,302	16,092	5
Retail – Tickets	26,331	27,672	5
Travel – Car Rental	7,018	7,375	5

Table 3

comScore Top 50 Properties (U.S.) June 2012 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>	221,155				
1	Google Sites	189,328		26	Answers.com Sites	38,955
2	Yahoo! Sites	167,200		27	NetShelter Technology Media	36,638
3	Microsoft Sites	166,064		28	Disney Online	34,233
4	Facebook.com	159,822		29	YP Local Media Network	33,833
5	AOL, Inc.	113,959		30	Technorati Media	33,682
6	Amazon Sites	100,706		31	ESPN	33,177
7	Ask Network	87,614		32	Adobe Sites	32,851
8	Wikimedia Foundation Sites	83,177		33	Yelp.com	32,451
9	Apple Inc.	80,785		34	The Mozilla Organization	31,603
10	Glam Media	79,405		35	Meredith Women's Network	31,337
11	Turner Digital	75,883		36	BuzzMedia	29,887
12	Comcast NBCUniversal	74,644		37	Break Media	29,285
13	eBay	72,211		38	Myspace	29,276
14	CBS Interactive	70,185		39	Tribune Interactive	28,860
15	Viacom Digital	69,522		40	Netflix.com	28,084
16	New York Times Digital	67,217		41	Verizon Communications Corporation	27,542
17	Demand Media	65,009		42	Fox News Digital Network	26,376
18	Federated Media Publishing	63,577		43	BitTorrent Network	26,077
19	VEVO	56,966		44	Everyday Health	25,631
20	craigslist, inc.	52,693		45	Tumblr.com*	25,471
21	Weather Channel, The	49,881		46	Internet Brands, Inc.	24,587
22	Gannett Sites	45,280		47	Alloy Digital Network	24,574
23	Wal-Mart	43,140		48	Yellowbook Network	24,071
24	Twitter.com	41,095		49	Scripps Networks Interactive Inc.	23,980
25	Linkedin	39,563		50	Target Corporation	23,910

Table 4

comScore Display Ad Ecosystem Rankings (U.S.) June 2012 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>	221,155	100.0		<i>Total Internet : Total Audience</i>	221,155	100.0
1	Google	182,165	82.4	1	Google Ad Network	205,712	93.0
2	ShareThis	174,596	78.9	2	AOL Advertising	187,191	84.6
3	Yahoo! Sites	167,200	75.6	3	AT&T AdWorks	181,847	82.2
4	Facebook.com	159,822	72.3	4	Yahoo! Network Plus	178,393	80.7
5	YouTube.com*	128,544	58.1	5	ValueClick Networks	176,830	80.0
6	AOL, Inc.	113,959	51.5	6	24/7 Real Media Global Web Alliance	175,761	79.5
7	MSN	109,661	49.6	7	PulsePoint	170,078	76.9
8	Bing	87,757	39.7	8	Microsoft Media Network US	169,794	76.8
9	Ask Network	87,614	39.6	9	Casale Media - MediaNet	162,579	73.5
10	Amazon.com*	85,661	38.7	10	Tribal Fusion	162,526	73.5
11	Meebo	85,324	38.6	11	AdBrite	160,975	72.8
12	Wikipedia.org*	82,972	37.5	12	Collective Display	159,551	72.1
13	Glam Media	79,405	35.9	13	Specific Media	157,501	71.2
14	Windows Live	69,924	31.6	14	Vibrant Media	152,170	68.8
15	Demand Media	65,009	29.4	15	interclick	152,092	68.8
16	Federated Media Publishing	63,577	28.7	16	RadiumOne	151,337	68.4
17	About	52,223	23.6	17	Cox Digital Solutions - Network	144,163	65.2
18	Weather Channel, The	49,881	22.6	18	AudienceScience	137,721	62.3
19	MTV Music Group	49,037	22.2	19	Burst Media	130,601	59.1
20	Apple.com	47,807	21.6	20	Undertone	123,670	55.9
21	Gannett Sites	45,280	20.5				
22	Twitter.com	41,095	18.6	Top DSP/SSP/Ad Exchange Entities			
23	Linkedin	39,563	17.9	1	Rubicon Project REVV Platform	195,307	88.3
24	Walmart.com	39,501	17.9				
25	Answers.com Sites	38,955	17.6				
26	NetShelter Technology Media	36,638	16.6				
27	CNN	35,853	16.2				
28	IMDb	35,274	16.0				
29	Disney Online	34,233	15.5				
30	YP Local Media Network	33,833	15.3				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in June. For instance, Yahoo! Sites was seen by 75.6 percent of the 221 million Internet users in June.

* 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 measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.