



**FOR IMMEDIATE RELEASE**

Contact: Stephanie Flosi  
comScore, Inc.  
(312) 777-8801  
[press@comscore.com](mailto:press@comscore.com)

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

*Americans Stay Informed as General News Category Reaches All-Time High in April*

*Beauty & Style Sites Flourish as Spring Fashion Trends Hit the Shelves*

**RESTON, VA, May 24, 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 April 2012 based on data from the [comScore Media Metrix](#) service. Traffic to General News sites picked up in April as Americans sought the latest in current events, while Beauty and Style sites gained as consumers browsed the season’s latest fashion trends.

“The General News category reached an all-time high in April, reaching nearly 5 out of every 6 U.S. Internet users during the month,” said Jeff Hackett, executive vice president of comScore. “Beauty and Style sites also surged in popularity as Americans checked out the latest spring fashions and style ideas.”

**April Bears Good News for General News Sites**

The General News sub-category grew 12 percent in April to 183 million visitors, representing an all-time high for the category, with Yahoo!-ABC News Network ranking #1 at 89.1 million visitors. HPMG News ranked second with 59.4 million visitors, followed by CNN Network with 57.4 million, MSNBC Network with 55.7 million, CBS News with 39.3 million and USAToday Sites with 34.1 million.

**Spring Fashion Hits the Web Runway**

Millions of Americans took time to browse spring fashion trends and shop online in April. Beauty/Fashion/Style sites grew 9 percent in the month to 83.6 million visitors, with Glam Style ranking first in the category with 13.2 million visitors (up 9 percent). Stylelist Sites drew 9.9 million visitors (up 15 percent), followed by Hearst Beauty & Fashion Network with 5.2 million, PopSugar Fashion Beauty & Shopping with 4.7 million and Total Beauty Media with 4.7 million.

## Top 50 Properties

Google Sites ranked as the #1 property in April with 189 million visitors, followed by Microsoft Sites with 171.2 million, Yahoo! Sites with 170.9 million and Facebook.com with 158.7 million. Glam Media climbed 3 spots to #9 in the ranking, while Tumblr.com earned a spot on the chart for the first time at #47 with 23.5 million visitors.

## Top 50 Ad Focus Ranking

Google Ad Network led the April Ad Focus ranking with a reach of 92.2 percent of Americans online, followed by Rubicon Project REVV Platform (88.0 percent), AOL Advertising (83.7 percent), Google (82.5 percent) and AT&T AdWorks (81.1 percent).

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)</b>				
<b>April 2012 vs. March 2012</b>				
<b>Total U.S. – Home, Work and University Locations</b>				
<b>Source: comScore Media Metrix</b>				
	<b>Total Unique Visitors (000)</b>			<b>Rank by Unique Visitors</b>
	<b>Mar-12</b>	<b>Apr-12</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	224,020	221,709	-1	N/A
Instagr.am	8,208	14,589	78	106
MLB	9,758	16,228	66	96
Directv Sites	6,810	9,694	42	171
BuzzFeed.com	6,645	9,339	41	179
FullSail.edu	5,695	7,449	31	216
AVG Technologies	12,270	16,011	30	97
Deutsche Telekom	9,183	11,717	28	138
Babylon.com	8,824	11,157	26	147
GodVine.com	5,335	6,568	23	246
NFL Internet Group	10,708	13,073	22	123

\*Ranking based on the top 250 properties in April 2012. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.

**Table 2**

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) April 2012 vs. March 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Mar-12</b>	<b>Apr-12</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	224,020	221,709	-1
News/Information – General News	163,921	183,123	12
Community – Beauty/Fashion/Style	76,370	83,567	9
Services – e-cards	18,807	20,198	7
Retail – Computer Software	51,466	54,087	5
Entertainment – News	114,341	118,981	4
Directories/Resources – Maps	96,792	99,992	3
Business/Finance – Taxes	20,523	21,193	3
Community – Green	26,831	27,561	3
Retail – Fragrances/Cosmetics	13,876	14,206	2
Community – Personals	22,327	22,822	2

Table 3

comScore Top 50 Properties (U.S.) April 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>	221,709				
1	Google Sites	188,993		26	Technorati Media	38,150
2	Microsoft Sites	171,168		27	Linkedin.com	36,466
3	Yahoo! Sites	170,890		28	NetShelter Technology Media	34,488
4	Facebook.com	158,693		29	AT&T Interactive Network	34,358
5	AOL, Inc.	110,804		30	ESPN	34,338
6	Amazon Sites	101,074		31	Adobe Sites	33,720
7	Ask Network	87,288		32	Tribune Interactive	31,773
8	Wikimedia Foundation Sites	85,484		33	Yelp.com	31,371
9	Glam Media	80,988		34	Meredith Women's Network	31,039
10	Apple Inc.	79,109		35	Disney Online	30,045
11	Turner Digital	74,783		36	Fox News Digital Network	28,913
12	CBS Interactive	74,648		37	Alloy Digital Network	28,653
13	Comcast NBCUniversal	72,042		38	BUZZMEDIA	28,202
14	New York Times Digital	71,787		39	Break Media	27,606
15	Viacom Digital	71,520		40	Everyday Health	27,223
16	eBay	70,151		41	Netflix	26,285
17	Federated Media Publishing	63,837		42	Myspace	26,070
18	Demand Media	63,572		43	Internet Brands, Inc.	25,710
19	VEVO	58,405		44	The Washington Post Company	25,266
20	craigslist, inc.	51,738		45	BitTorrent Network	24,447
21	Weather Channel, The	51,640		46	Scripps Networks Interactive Inc.	24,248
22	Gannett Sites	47,059		47	Tumblr.com*	23,507
23	Answers.com Sites	44,926		48	Discovery Digital Media Sites	23,184
24	Twitter.com	40,490		49	Cox Enterprises Inc.	22,932
25	Wal-Mart	38,843		50	Target Corporation	22,830

Table 4

comScore Ad Focus Ranking (U.S.) April 2012 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>	221,709	100.0				
1	Google Ad Network**	204,448	92.2	26	MSN	122,508	55.3
2	Rubicon Project REVV Platform**	195,205	88.0	27	AdBlade Network**	121,860	55.0
3	AOL Advertising**	185,609	83.7	28	Undertone**	115,829	52.2
4	Google	182,833	82.5	29	Adconion Media Group**	115,442	52.1
5	AT&T AdWorks**	179,806	81.1	30	AOL, Inc.	110,804	50.0
6	Yahoo! Network Plus**	178,127	80.3	31	CPX Interactive**	108,095	48.8
7	ShareThis	176,316	79.5	32	Smowtion Ad Network**	104,317	47.1
8	ValueClick Networks**	174,319	78.6	33	Meebo	95,409	43.0
9	24/7 Real Media Global Web Alliance**	172,758	77.9	34	Ask Network	87,288	39.4
10	PulsePoint**	172,350	77.7	35	Bing	86,331	38.9
11	Specific Media**	171,805	77.5	36	Amazon.com*	85,615	38.6
12	Yahoo! Sites	170,890	77.1	37	Wikipedia.org*	85,198	38.4
13	Microsoft Media Network US**	170,448	76.9	38	Rocket Fuel**	84,235	38.0
14	Tribal Fusion**	163,739	73.9	39	Technorati Media**	81,463	36.7
15	AdBrite**	159,993	72.2	40	Glam Media	80,988	36.5
16	Facebook.com	158,693	71.6	41	Monster Career Ad Network (CAN)**	78,757	35.5
17	Casale Media - MediaNet**	157,420	71.0	42	Kontera**	69,755	31.5
18	Collective Display**	155,809	70.3	43	Windows Live	69,618	31.4
19	Vibrant Media**	154,999	69.9	44	Redux Media - Reach & Response Network**	66,607	30.0
20	RadiumOne**	152,053	68.6	45	Federated Media Publishing	63,837	28.8
21	interclick**	144,890	65.4	46	Demand Media	63,572	28.7
22	Cox Digital Solutions - Network**	140,784	63.5	47	Dedicated Media**	59,934	27.0
23	AudienceScience**	139,380	62.9	48	About	56,180	25.3
24	Burst Media**	127,382	57.5	49	RMM (formerly Red McCombs Media)**	52,813	23.8
25	YouTube.com*	126,969	57.3	50	Brand.net Network**	52,073	23.5

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in April. For instance, Yahoo! Sites was seen by 77.1 percent of the 222 million Internet users in April.

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

\*\* Denotes an advertising network.

Note: Rubicon Project REVV Platform\*\* is a real time advertising platform that is part of the overall Display Ad Ecosystem and is not a traditional Advertising Network. To reflect the inclusion of platforms and exchanges in comScore reporting, comScore will be expanding the scope of its existing Advertising Networks category to represent the larger ad ecosystem with May 2012 data.

**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).