



**FOR IMMEDIATE RELEASE**

Contact: Sarah Radwanick  
comScore, Inc.  
(312) 775-6538  
[press@comscore.com](mailto:press@comscore.com)

**comScore Media Metrix Ranks Top 50 U.S. Web Properties for May 2009**

***Mother's Day and Graduation Provide Boosts to Flowers, Gifts and Greetings Sites in May***  
***Coupon Sites Surge as Americans Continue to Shop for Bargains Online***

**RESTON, VA, June 23, 2009** – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for May 2009 based on data from the comScore Media Metrix service. May saw online visitation surge at gift-related sites as Mother's Day and other seasonal events prompted many to search for gifts online. Coupon sites also witnessed strong growth as bargain-hunting remained a top priority for many Americans.

“Mother's Day, along with high school and university graduations and the beginning of wedding season, make May a traditionally strong time of year for flowers, gifts and greetings sites,” commented Jack Flanagan, executive vice president of comScore Media Metrix. “Coinciding with gains to these sites in May we also saw a sharp increase in the number of visitors to online coupon sites this year. As rising summer gas prices put the squeeze on Americans' overall purchasing power, online coupon sites have become an attractive resource for reducing retail costs during this gift-giving season.”

**Mother's Day Boosts Gift Sites in May**

With May 10 marking Mother's Day in 2009, the Flowers/Gifts/Greetings category climbed 16 percent to nearly 36 million visitors as Americans searched for gifts for mom. American Greetings Property led the category with 12.4 million visitors, followed by ProFlowers.com with 5.6 million visitors (up 255 percent versus the previous month) and FTD.com with 4.1 million visitors (up 123 percent).

The Jewelry/Luxury Goods/Accessories category also experienced double-digit growth, increasing 13 percent to nearly 18 million visitors during the month. Swarovski Crystal's site, Swarovski.com, led the category with 2.4 million visitors, an increase of 125 percent versus April. Other sites in the category

experiencing gains included Kay Jewelers (up 47 percent to 973,000 visitors) and Tiffany & Co. (up 15 percent to 812,000 visitors).

### **Coupon Category Grabs Top-Gaining Spot**

With gas prices climbing and consumer discretionary income declining, millions of Americans turned to online coupon sites in May for better deals on their retail purchases. The Coupon category posted a particularly strong month, surging 19 percent to 34.7 million visitors to lead as the top-gaining category in May. Coupons Inc., which includes Coupons.com, captured the #1 position with more than 15 million visitors, a gain of 85 percent from the previous month. Eversave.com ranked second with 3.8 million visitors, followed by RetailMeNot.com with 3.5 million visitors.

### **Americans “Say Cheese” in May**

Photo sites witnessed strong growth in May as visitors flocked to sites to post, view and order photos from such seasonal events as graduations and weddings. More than 90 million Americans, slightly less than half of the total U.S. online population, visited a photo site in May, marking a 10-percent gain versus the prior month. Facebook.com Photos led the category with 34.6 million visitors (up 5 percent), followed by Photobucket.com LLC with 28.1 million visitors (up 13 percent) and Flickr.com with 24.4 million visitors (up 11 percent).

### **Top 50 Properties**

Google Sites continued to lead as the most visited property in May with 157 million visitors, followed by Yahoo! Sites with 151.3 million visitors and Microsoft Sites with 125.9 million visitors. Wal-Mart moved up 3 spots to #20 with 33.7 million visitors, while JPMorgan Chase Property jumped 7 spots to #38 with 21.4 million visitors.

### **Top 50 Ad Focus Ranking**

Platform-A led the May Ad Focus ranking, reaching 91 percent of the 193.8 million Americans online. Yahoo! Network ranked second, reaching 87 percent, while Google Ad Network ranked third with an 85 percent reach. Yahoo! Sites and Google both climbed one spot grabbing the #6 and #7 positions, respectively.

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) May 2009 vs. April 2009</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>Apr-09</b>	<b>May-09</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	192,875	193,825	0	N/A
PROFLOWERS.COM	1,575	5,590	255	221
OPRAH.COM	4,420	12,118	174	88
Yum! Brands Inc.	5,458	14,741	170	68
BuddyTV	3,108	6,539	110	183
Coupons, Inc.	8,167	15,084	85	64
Jango Music Network	6,922	11,359	64	96
Sony Online	12,998	19,121	47	50
GiantRealm	3,916	5,618	43	219
Kraft Foods	5,441	6,959	28	165
Meredith Women's Network	8,438	10,698	27	101

\*Ranking based on the top 250 properties in May 2009.

**Table 2**

<b>comScore Top 10 Gaining Site Categories* by Percentage Change in Unique Visitors (U.S.) May 2009 vs. April 2009</b>			
<b>Total U.S. - Home, Work and University Locations</b>			
<b>Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Apr-09</b>	<b>May-09</b>	<b>% Change</b>
Total Internet : Total Audience	192,875	193,825	0
Services - Coupons	29,179	34,723	19
Community - Gay/Lesbian	2,902	3,427	18
Retail - Flowers/Gifts/Greetings	31,019	35,903	16
Retail - Jewelry/Luxury Goods/Accessories	15,766	17,858	13
Services - Photos	83,041	90,972	10
News/Information - Politics	10,630	11,642	10
Retail - Food	16,568	18,046	9
Community - Teens	24,142	26,236	9
Entertainment - Humor	24,115	26,000	8
Community - Home	29,857	31,893	7

**Table 3**

<b>comScore Top 50 Properties (U.S.)                      May 2009                      Total U.S. - Home, Work and University Locations                      Unique Visitors (000)                      Source: comScore Media Metrix</b>						
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	193,825				
1	Google Sites	157,011		26	Photobucket.com LLC	28,067
2	Yahoo! Sites	151,262		27	Superpages.com Network	27,914
3	Microsoft Sites	125,884		28	WordPress	27,893
4	AOL LLC	106,968		29	Target Corporation	27,431
5	Fox Interactive Media	87,114		30	Bank of America	26,382
6	Ask Network	74,142		31	Disney Online	25,966
7	eBay	72,487		32	Gorilla Nation	24,717
8	FACEBOOK.COM	70,278		33	Expedia Inc	24,199
9	Wikimedia Foundation Sites	64,739		34	Everyday Health	23,524
10	Amazon Sites	63,725		35	AT&T, Inc.	22,556
11	Glam Media	55,821		36	United Online, Inc	22,528
12	Apple Inc.	54,658		37	iVillage.com: The Womens Network	22,305
13	CBS Interactive	51,164		38	JPMorgan Chase Property	21,392
14	Turner Network	49,178		39	NetShelter Technology Media	20,850
15	Viacom Digital	47,694		40	Weatherbug Property	20,635
16	New York Times Digital	47,279		41	The Mozilla Organization	20,610
17	craigslist, inc.	46,089		42	Break Media	20,536
18	Weather Channel, The	40,634		43	Gannett Sites	20,520
19	Adobe Sites	34,801		44	ESPN	20,513
20	Wal-Mart	33,667		45	CareerBuilder LLC	20,455
21	Verizon Communications Corporation	32,340		46	WebMD Health	20,422
22	Comcast Corporation	32,314		47	Wells Fargo	19,431
23	AT&T Interactive Network	31,836		48	Real.com Network	19,381
24	Demand Media	30,034		49	Time Warner - Excluding AOL	19,329
25	Answers.com Sites	29,871		50	Sony Online	19,121

Table 4

comScore Ad Focus Ranking (U.S.) May 2009 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>	193,825	100.0				
1	Platform-A**	176,886	91%	26	MSN-Windows Live	110,291	57%
2	Yahoo! Network**	169,243	87%	27	AOL Media Network	106,965	55%
3	Google Ad Network**	163,962	85%	28	BrightRoll Video Network - Potential Reach	100,579	52%
4	ValueClick Networks**	163,529	84%	29	AdBrite**	94,719	49%
5	Specific Media**	159,216	82%	30	YOUTUBE.COM	88,880	46%
6	Yahoo! Sites	151,262	78%	31	Undertone Networks**	87,648	45%
7	Google	150,355	78%	32	Pulse 360**	82,452	43%
8	FOX Audience Network**	148,475	77%	33	Vibrant Media**	80,144	41%
9	24/7 Real Media**	146,713	76%	34	Adify**	79,288	41%
10	Microsoft Media Network US**	144,765	75%	35	Centro - Potential Reach	74,479	38%
11	Tremor Media - Potential Reach	143,414	74%	36	Ask Network	74,142	38%
12	Traffic Marketplace**	139,854	72%	37	Kontera**	73,814	38%
13	Tribal Fusion**	138,108	71%	38	NNN Total Newspapers: U.S.	73,395	38%
14	Casale Media - MediaNet**	135,716	70%	39	Monster Career Ad Network (CAN)**	72,092	37%
15	Turn, Inc**	134,888	70%	40	FACEBOOK.COM	70,278	36%
16	interCLICK**	134,378	69%	41	MYSFACE.COM*	70,237	36%
17	YuMe Video Network - Potential Reach	134,241	69%	42	ITN Digital - Potential Reach	67,709	35%
18	Adconion Media Group**	130,777	67%	43	MSN.COM Home Page	60,207	31%
19	Collective Network by Collective Media**	128,765	66%	44	IAC Ad Solutions	59,303	31%
20	CPX Interactive**	126,032	65%	45	TattoMedia**	58,521	30%
21	Platform-A Video Network - Potential Reach	125,055	65%	46	Glam Media	55,821	29%
22	AudienceScience (formerly Revenue Science)**	122,566	63%	47	EBAY.COM	55,606	29%
23	ADSDAQ by ContextWeb**	122,467	63%	48	AMAZON.COM	52,991	27%
24	Burst Media**	117,033	60%	49	NNN Top 25	50,284	26%
25	Digital Broadcasting Group (DBG) - Potential Reach	112,436	58%	50	Business.com Network	49,435	26%

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 nearly 194 million Internet users in May.

\* 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 marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

**Follow Us on Twitter**

[twitter.com/comScore](https://twitter.com/comScore)

[twitter.com/m\\_abraham](https://twitter.com/m_abraham)

[twitter.com/gfulgoni](https://twitter.com/gfulgoni)