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

Americans Head to Travel Sites for Vacation Planning

Summer Recreation Drives Millions to Gaming and Teens Sites

RESTON, VA, July 28, 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 June 2010 based on data from the comScore Media Metrix service. Travel sites saw a surge in activity in June as travelers browsed hot summer deals and booked vacation getaways. Americans also turned to online gaming and teen sites to occupy themselves with online leisure pursuits as the school year ended.

“Travel and recreation were significant contributors to the prevailing online trends in June,” said Jeff Hackett, senior vice president of comScore Media Metrix. “Summer vacation typically brings an increase in online travel planning, while those who stick around home during the summer spend more of their time doing fun things online, particularly gaming.”

Americans Click It to Book It

Travel site categories experienced a gain in activity in June as Americans entered the heat of travel season. More than 100 million Americans visited the category during the month, affecting the following travel sub-categories: Transactions, Hotels/Resorts, Ground/Cruise, and Airplanes.

Travel - Transactions sites ranked as the top gaining category for the month of June, growing 32 percent to 5.2 million visitors. Viator.com ranked #1 in the category with 1.1 million visitors, followed closely by TravelPN.com with 1.1 million. OneTime.com grew to 853 thousand unique visitors, while WWTE.com attracted 457 thousand visitors.

Hotels/Resorts sites also saw strong growth during the month with 36.6 million Americans turning to these sites for lodging options. Marriott ranked as the top property, growing 16 percent to 6.5 million

visitors. Hilton Hotels attracted 6.0 million visitors (up 13 percent), followed by InterContinental Hotels Group with 5.1 million (up 14 percent), Wyndham Worldwide with 4.0 million (up 9 percent), and Disney Travel with 3.6 million (up 5 percent).

Teens Sites Popular during Summer Vacation

Activity flourished at Teen sites as students on summer vacation looked for ways to spend their free time. The category attracted more than 40 million Americans in June, representing a 21-percent increase. Alloy Digital Network took the top spot with 16.9 million unique visitors, followed by IMVU with 6.0 million (up 18 percent), MyYearbook.com with 4.4 million, GN Teens (Gorilla Nation) with 4.3 million, and Zwinky with 3.7 million (up 15 percent).

Online Gaming Picks Up During Summer

Americans looked to online gaming for entertainment in June, attracting nearly 103 million visitors during the month. WildTangent Network took the top spot with 17.3 million visitors, up 6 percent versus May. GSN Games Network And CPMStar came next with 16.9 million, followed by Nickelodeon Casual games with 15.3 million (up 14 percent), EA Online with 15.1 million (up 2 percent), and Disney Games with 14.9 million (up 15 percent).

Top 50 Properties

Google Sites ranked as the #1 property in June with 179 million visitors, followed by Yahoo! Sites with 170 million visitors and Microsoft Sites with 161 million visitors. Adobe Sites jumped 10 positions in the ranking with 37.5 million visitors, while ESPN climbed 12 spots to 30.6 million visitors as the World Cup attracted heavy interest.

Top 50 Ad Focus Ranking

BrightRoll Video Network led the June Ad Focus ranking with a potential reach of 94 percent of Americans online. SpotXchange Video Ad Network ranked second (92 percent reach), followed by BBE (88 percent reach).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) June 2010 vs. May 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			
	May-10	Jun-10	% Change	Rank by Unique

				Visitors
<i>Total Internet : Total Audience</i>	215,691	215,061	0	N/A
FIFA.COM	1,393	8,180	487	177
OPRAH.COM	4,039	6,427	59	227
CSMONITOR.COM	4,254	6,711	58	215
The Mozilla Organization	18,770	29,576	58	39
HEAVY.COM	7,020	10,290	47	145
Wenner Media	5,864	7,540	29	193
Univision Communications Inc	5,008	6,317	26	232
American Express	7,177	8,934	24	166
Adidas-Salomon	5,325	6,513	22	225
ESPN	25,359	30,585	21	37

*Ranking based on the top 250 properties in June 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.) June 2010 vs. May 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	May-10	Jun-10	% Change
<i>Total Internet : Total Audience</i>	215,691	215,061	0
Travel - Transactions	3,900	5,153	32
Community - Teens	33,602	40,579	21
Travel - Hotels/Resorts	33,613	36,575	9
Online Gaming	95,880	102,809	7
Travel - Ground/Cruise	13,015	13,895	7
Travel - Airlines	28,104	29,909	6
Community - Pets	24,982	26,507	6
Travel - Car Rental	6,571	6,937	6
Travel - Online Travel Agents	42,940	45,113	5
Technology	141,480	148,163	5

Table 3

comScore Top 50 Properties (U.S.) June 2010 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>	215,061				
1	Google Sites	178,785		26	YellowBook Network	36,420
2	Yahoo! Sites	170,221		27	Break Media	35,729
3	Microsoft Sites	160,846		28	Wal-Mart	35,488
4	FACEBOOK.COM	141,638		29	Gannett Sites	35,017
5	AOL LLC	107,477		30	iVillage.com: The Womens Network	34,927
6	Fox Interactive Media	88,826		31	Federated Media Publishing	34,644
7	Ask Network	87,405		32	Superpages.com Network	34,065

8	Glam Media	85,439		33	WordPress	33,389
9	Turner Network	85,294		34	Weatherbug Property	32,827
10	Amazon Sites	75,968		35	Disney Online	30,954
11	CBS Interactive	74,445		36	Verizon Communications Corporation	30,902
12	Wikimedia Foundation Sites	72,127		37	ESPN	30,585
13	New York Times Digital	68,912		38	Expedia Inc	30,059
14	Apple Inc.	68,265		39	The Mozilla Organization	29,576
15	eBay	67,006		40	Tribune Interactive	28,499
16	Viacom Digital	66,038		41	AT&T Interactive Sites	28,071
17	Demand Media	54,619		42	Time Warner - Excluding AOL	27,975
18	craigslist, inc.	50,715		43	Target Corporation	26,913
19	VEVO	48,107		44	Photobucket.com LLC	26,525
20	Comcast Corporation	45,680		45	Gorilla Nation	26,448
21	Weather Channel, The	44,291		46	Everyday Health	26,279
22	Answers.com Sites	40,377		47	The Washington Post Company	25,770
23	Adobe Sites	37,522		48	Warner Music	25,740
24	Technorati Media	36,971		49	NBC Universal	25,468
25	NetShelter Technology Media	36,930		50	WorldNow Sites	24,620

Table 4

comScore Ad Focus Ranking (U.S.)

June 2010

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

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Total Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	215,061	100.0				
1	BrightRoll Video Network - Potential Reach	202,024	93.9	26	FACEBOOK.COM	141,638	65.9
2	SpotXchange Video Ad Network - Potential Reach	197,397	91.8	27	AudienceScience**	140,298	65.2
3	BBE - Potential Reach	189,271	88.0	28	interCLICK**	139,138	64.7
4	Tremor Media - Potential Reach	185,726	86.4	29	Casale Media - MediaNet**	136,787	63.6
5	Yahoo! Network**	184,340	85.7	30	Adconion Media Group**	134,770	62.7
6	AOL Advertising**	184,160	85.6	31	Pulse 360**	128,686	59.8
7	YuMe Video Network - Potential Reach	182,454	84.8	32	Burst Media**	127,586	59.3
8	Google Ad Network**	182,237	84.7	33	Break Media - Potential Reach	120,214	55.9
9	Adconion Video Network - Potential Reach	180,287	83.8	34	MSN	117,819	54.8
10	Advertising.com Video Network - Potential Reach	177,220	82.4	35	NNN Total Newspapers: U.S.	112,884	52.5
11	ScanScout Network - Potential Reach	173,714	80.8	36	YOUTUBE.COM*	112,005	52.1
12	ValueClick Networks**	173,238	80.6	37	Viacom Digital Network - Potential Reach	110,609	51.4

13	Google	170,251	79.2	38	ADSDAQ by ContextWeb**	108,818	50.6
14	Yahoo! Sites	170,221	79.2	39	CPX Interactive**	108,177	50.3
15	TidalTV - Potential Reach	165,088	76.8	40	AOL LLC	107,477	50.0
16	Digital Broadcasting Group (DBG) - Potential Reach	163,601	76.1	41	AOL Media Network	107,434	50.0
17	24/7 Real Media**	162,833	75.7	42	Adify**	105,639	49.1
18	Microsoft Media Network US**	157,947	73.4	43	ITN Digital - Potential Reach	103,279	48.0
19	Specific Media**	157,690	73.3	44	Centro - Potential Reach	103,006	47.9
20	Turn, Inc**	156,156	72.6	45	IB Local Network - Potential Reach	99,268	46.2
21	AdBrite**	151,116	70.3	46	Undertone Networks**	99,249	46.1
22	FOX Audience Network**	148,759	69.2	47	Vibrant Media**	99,229	46.1
23	Collective Network**	148,219	68.9	48	Kontera**	93,284	43.4
24	Tribal Fusion**	146,270	68.0	49	AdBlade Network**	93,157	43.3
25	Traffic Marketplace**	142,102	66.1	50	MTVN Tribes - Potential Reach	92,420	43.0

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 79 percent of the 215 million Internet users in June.

* 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.