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

Education Sites Spike as Students Return to Classrooms

Pinterest Joins Other Leading Social Networks in the Top 50 Properties Ranking

RESTON, VA, October 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 September 2012 based on data from the [comScore Media Metrix](#) service. Schools were back in session in September, sending an influx of students, teachers and parents to Education sites. Many Americans were also on the hunt for deals this month at Incentive sites.

During the month of September, comScore rolled out ongoing enhancements to its detection and removal of non-human traffic. To read more about this issue, please visit the comScore blog:

http://www.comscore.com/Insights/Blog/Battling_Bots_comScores_Ongoing_Efforts_to_Detect_and_Remove_Non_Human_Traffic

“Students and teachers were back in the classroom in September, resulting in a surge in traffic to Education sites that earned it the #1 spot on the top-gaining categories chart,” said Jeff Hackett, executive vice president of comScore. “September also marked the first time that popular social media site Pinterest cracked comScore’s Top 50 Properties ranking as it surpassed 25 million visitors for the month.”

Classroom Learning Facilitated by Online Resources

After a day in the classroom, students, teachers and parents turned to the web for additional resources at Education Information sites. The category attracted 82.5 million visitors in September (up 9 percent), with Pearson Education ranking #1 with 21.4 million visitors (up 39 percent) and earning a spot on the top-gaining properties list. About.com Education ranked second with 14 million visitors (up 43 percent), followed by HotChalk with 13.6 million (up 66 percent), Coolmath.com Inc with 6.6 million (up 25

percent) and ClassesUSA.com with 6.1 million (up 20 percent). eHow Education attracted 5.9 million visitors (up 41 percent), followed by Blackboard.com with 4.1 million (up 30 percent) and ChaCha Science with 3.7 million (up 47 percent).

Incentives Lure Americans to Savings

Incentive sites helped Americans save a little cash in September, increasing 7 percent to 24.6 million visitors. Zulily.com led the category with 3 million visitors, followed by SlickDeals.net with 2.5 million (up 7 percent) and CotterWeb Sites with 2 million.

Top 50 Properties

Google Sites ranked as the #1 property in September with 187 million visitors, followed by Microsoft Sites with 167 million, Yahoo! Sites with 164 million and Facebook.com with 150 million. ESPN climbed 6 spots in the ranking to #23 with a 24-percent spike in traffic, while Pinterest.com made its debut appearance on the top 50 chart at #50 with 25.3 million visitors.

Ad Focus Rankings

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

Among syndicated Ad Focus entities, ShareThis ranked first in September with a 94-percent reach of Americans online, followed by Google (81.3 percent), Outbrain (74.9 percent), Yahoo! Sites (74.4 percent) and Facebook.com (68.4 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 92.6-percent reach, followed by Specific Media (85.8 percent), Vibrant Media (84.7 percent), AOL Advertising (84.1 percent) and AT&T AdWorks (82.4 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 96.9 percent of Americans online.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) September 2012 vs. August 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Aug-12	Sep-12	% Change	
<i>Total Internet : Total Audience</i>	220,273	219,970	0	N/A
NFL Internet Group	19,954	28,028	40	41
ABC Television	5,063	7,069	40	238
Pearson Education	15,356	21,410	39	65
Fox Interactive Media	12,326	16,006	30	97
Dictionary.com Network	24,043	30,097	25	37
United Online, Inc	12,051	14,983	24	109
ESPN	37,986	47,072	24	23
Encyclopaedia Britannica	9,669	11,842	22	148
General Mills	6,031	7,328	21	224
PBS	10,798	12,866	19	133

*Ranking based on the top 250 properties in September 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.) September 2012 vs. August 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Aug-12	Sep-12	% Change
<i>Total Internet : Total Audience</i>	220,273	219,970	0
Education – Information	76,002	82,493	9
Services – Incentives	22,909	24,587	7
Retail – Computer Hardware	64,758	68,526	6
Retail – Flowers/Gifts/Greetings	19,521	20,352	4
Community – Religion/Spirituality	32,502	33,801	4
Retail – Movies	35,875	37,094	3
Business/Finance – Online Trading	11,266	11,551	3
Distributed Content – Platform	176,836	181,094	2
Career Services and Development – Training and Education	13,695	13,989	2
Services – Downloads	94,837	96,627	2

Table 3

comScore Top 50 Properties (U.S.) September 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>	219,970				
1	Google Sites	186,607		26	Linkedin	39,598
2	Microsoft Sites	166,758		27	Twitter.com	36,829
3	Yahoo! Sites	163,568		28	Technorati Media	35,785
4	Facebook.com	150,349		29	Tribune Interactive	33,776
5	AOL, Inc.	110,975		30	Yelp.com	33,385
6	Amazon Sites	106,326		31	YP Local Media Network	33,292
7	Wikimedia Foundation Sites	88,408		32	Adobe Sites	32,074
8	Glam Media	85,254		33	WebMD Health	31,588
9	CBS Interactive	83,443		34	Disney Online	31,234
10	Apple Inc.	79,565		35	BUZZMEDIA	31,148
11	Turner Digital	78,973		36	NetShelter Technology Media	31,089
12	Ask Network	77,997		37	Dictionary.com Network	30,097
13	Demand Media	76,078		38	Meredith Women's Network	29,884
14	eBay	73,805		39	Netflix.com	28,698
15	New York Times Digital	71,622		40	Fox News Digital Network	28,483
16	Viacom Digital	69,304		41	NFL Internet Group	28,028
17	Federated Media Publishing	68,814		42	Tumblr.com	27,811
18	Comcast NBCUniversal	68,778		43	BitTorrent Network	26,416
19	VEVO	51,003		44	Instagram.com	26,276
20	craigslist, inc.	49,595		45	Everyday Health	26,261
21	Gannett Sites	49,380		46	Scripps Networks Interactive Inc.	26,179
22	Answers.com Sites	48,822		47	Myspace	26,043
23	ESPN	47,072		48	The Washington Post Company	25,835
24	Weather Channel, The	46,640		49	Verizon Communications Corporation	25,367
25	Wal-Mart	41,505		50	Pinterest.com	25,330

Table 4

comScore Ad Focus Rankings (U.S.) September 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>	219,970	100.0		<i>Total Internet : Total Audience</i>	219,970	100.0
1	ShareThis	206,843	94.0	1	Google Ad Network**	203,739	92.6
2	Google	178,845	81.3	2	Specific Media**	188,665	85.8
3	Outbrain	164,819	74.9	3	Vibrant Media**	186,274	84.7
4	Yahoo! Sites	163,568	74.4	4	AOL Advertising**	185,014	84.1
5	FACEBOOK.COM	150,349	68.4	5	AT&T AdWorks**	181,258	82.4
6	YOUTUBE.COM*	123,683	56.2	6	Genome from Yahoo!**	180,175	81.9
7	MSN	115,095	52.3	7	ValueClick Networks**	174,684	79.4
8	AOL, Inc.	110,975	50.5	8	Real Media Group - 24/7 Access**	173,119	78.7
9	AMAZON.COM*	89,953	40.9	9	PulsePoint**	168,607	76.7
10	WIKIPEDIA.ORG*	88,043	40.0	10	Microsoft Media Network US**	165,779	75.4
11	Glam Media	85,254	38.8	11	Casale Media - MediaNet**	164,099	74.6
12	Meebo	82,457	37.5	12	Tribal Fusion**	161,426	73.4
13	Bing	81,327	37.0	13	Collective Display**	157,079	71.4
14	Ask Network	77,997	35.5	14	RadiumOne**	150,016	68.2
15	Demand Media	76,078	34.6	15	Cox Digital Solutions - Network**	144,293	65.6
16	Federated Media Publishing	68,814	31.3	16	Burst Media**	143,981	65.5
17	Windows Live	66,770	30.4	17	AudienceScience**	133,181	60.5
18	5min Media Platform	61,823	28.1	18	Undertone**	123,145	56.0
19	About	60,822	27.7	19	Adconion Media Group**	117,372	53.4
20	APPLE.COM	50,018	22.7	20	Technorati Media**	116,732	53.1
21	Gannett Sites	49,380	22.4				
22	Answers.com Sites	48,822	22.2	Top DSP/SSP/Ad Exchange Entities			
23	MTV Music Group	47,866	21.8	1	Rubicon Project REVV Platform**	213,153	96.9
24	ESPN	47,072	21.4				
25	Weather Channel, The	46,640	21.2				
26	CBS News	41,747	19.0				
27	Linkedin	39,598	18.0				
28	CNN	39,171	17.8				
29	WALMART.COM	37,993	17.3				
30	IMDb	37,307	17.0				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in September. For instance, Yahoo! Sites was seen by 74.4 percent of the 220 million Internet users in September.

* 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.