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

Shopping and Shipping Dominated Web Behavior During Holiday Season

Tax Sites Experienced Seasonal Boost as 2012 Drew to a Close

RESTON, VA, January 28, 2013 – 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 December 2012 based on data from the [comScore Media Metrix](#) service. Retail sites encountered their busiest month of the year in December as Americans bombarded the Web to score big deals on holiday shopping. Consumers and businesses looked to Shipping sites to ensure delivery of packages in time for the holidays, while some looked to Tax sites for financial support as the year drew to a close.

“With every year that passes, we consistently see online buying becoming a more pivotal part of consumers’ holiday shopping strategy. The 2012 season was no different, generating \$42.3 billion in spending throughout November and December, which is up 14 percent from last year,” said Jeff Hackett, executive vice president of comScore. “Critical to the success of e-commerce are shipping companies, who saw their highest online traffic peak this holiday season with nearly 40 million visitors.”

Retail Roars across Web as Holidays Near

As the holidays approached in December, the Retail category witnessed a record-breaking traffic volume of 194 million Americans, or 9 out of 10 Web users in December. Flowers, Gifts and Greetings sites ranked second among the top-gaining categories with 32 million visitors, a 24-percent increase versus November. AmericanGreetings Property ranked at the top of the category with 4.9 million visitors (up 35 percent), followed by Gifts.com with 3.8 million (up 3 percent), 1-800-Flowers.com, Inc. with 2.6 million (up 57 percent), Hallmark.com with 2.5 million (up 77 percent) and PersonalizationMall.com with 2.1 million (up 20 percent).

Americans shopping for finer goods visited Jewelry, Luxury Goods and Accessories sites, causing an 18-percent spike with 29 million visitors. Leading the category, 6PM.com drew 3.4 million visitors (up 4 percent), followed by Zale Corporation with 2.3 million (up 32 percent), Kay Jewelers with 2.2 million (up 43 percent), BradfordExchange.com with 1.9 million (up 19 percent) and RedEnvelope.com with 1.7 million (up 66 percent).

Shipping Sites Ensure Happy Holidays with On-Time Delivery

The Shipping category soared to its highest traffic level on record in December with nearly 40 million visitors, up 22 percent for the month to rank as the third top-gaining category. UPS Sites secured the #1 position with 21.2 million visitors (up 26 percent), followed by USPS with 16.1 million (up 26 percent), FedEx with 15.7 million (up 29 percent) and Stamps.com Inc. with 1.5 million. Bongous.com rounded out the top 5 with 876,000 visitors, representing a 7-percent increase.

Tax Sites Boom as Year Draws to a Close

Tax sites experienced a seasonal spike in December, providing businesses with resources to close their financial books for the year, and giving consumers a head-start in preparing their annual tax filing. The category grew 31 percent to 6.7 million visitors to rank as the top-gaining category in December.

Top 50 Properties

Google Sites ranked as the #1 property in December with 191 million visitors, followed by Yahoo! Sites with 185 million, Microsoft Sites with 169 million and Facebook.com with 150 million. Holiday shoppers nudged Apple Inc into the top 10 with nearly 84 million visitors. Netflix.com and Pinterest.com each jumped 8 positions in the ranking to #40 and #42, respectively.

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 December with a 95.2-percent reach of Americans online, followed by Google (83.6 percent), Yahoo! Sites (83.5 percent), Outbrain (79.6 percent) and Facebook.com (67.5 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.9-percent reach, followed by Specific Media (89.5 percent), Federated Media Publisher Network (87.3 percent), AOL Advertising (84.2 percent) and AT&T AdWorks (83.9 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 96.7 percent of Americans online.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) December 2012 vs. November 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Nov-12	Dec-12	% Change	
<i>Total Internet : Total Audience</i>	220,537	221,486	0	N/A
Barnes & Noble	9,092	12,764	40	137
BuzzFeed.com	11,800	15,914	35	105
CollegeHumor Media	6,224	8,206	32	221
CVS	6,676	8,693	30	205
Yellowbook Network	11,593	15,004	29	114
PeopleSmart.com	5,530	7,145	29	250
FedEx	12,160	15,699	29	107
Wells Fargo	19,713	25,261	28	57
UPS Sites	16,868	21,245	26	75
Zazzle	6,847	8,608	26	210

*Ranking based on the top 250 properties in December 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.) December 2012 vs. November 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Nov-12	Dec-12	% Change
<i>Total Internet : Total Audience</i>	220,537	221,486	0
Business/Finance – Taxes	5,101	6,696	31
Retail – Flowers/Gifts/Greetings	25,969	32,220	24
Directories/Resources – Shipping	32,587	39,634	22
Retail – Jewelry/Luxury Goods/Accessories	24,538	29,076	18
Retail – Music	9,947	11,634	17
Retail – Fragrances/Cosmetics	16,842	19,679	17
Services – E-cards	21,248	24,266	14
Health – Pharmacy	6,359	7,164	13
News/Information – Weather	67,271	75,239	12
Retail – Sports/Outdoor	37,613	41,558	10

Table 3

comScore Top 50 Properties (U.S.) December 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>	221,486				
1	Google Sites	191,363		26	Linkedin	40,563
2	Yahoo! Sites	184,935		27	ESPN	38,307
3	Microsoft Sites	168,889		28	Target Corporation	37,407
4	FACEBOOK.COM	149,602		29	Fox News Digital Network	37,329
5	Amazon Sites	120,810		30	YELP.COM	35,281
6	AOL, Inc.	110,139		31	Tribune Interactive	33,493
7	Glam Media	109,734		32	Scripps Networks Interactive Inc.	33,197
8	Ask Network	104,080		33	BUZZMEDIA	32,659
9	Wikimedia Foundation Sites	85,847		34	Best Buy Sites	32,620
10	Apple Inc.	83,609		35	Adobe Sites	31,888
11	Turner Digital	81,589		36	New York Times Digital	31,863
12	CBS Interactive	81,422		37	YP Local Media Network	31,327
13	eBay	77,720		38	TUMBLR.COM*	30,804
14	Demand Media	72,706		39	WebMD Health	30,516
15	Comcast NBCUniversal	69,262		40	NETFLIX.COM	30,466
16	Viacom Digital	68,202		41	NetShelter Technology Media	29,159
17	Federated Media Publishing	64,623		42	PINTEREST.COM	28,856
18	VEVO	52,201		43	Disney Online	28,824
19	Wal-Mart	52,183		44	CraveOnline (Evolve Media Corp.)	28,543
20	Answers.com Sites	49,170		45	The Washington Post Company	27,867
21	Weather Channel, The	48,521		46	Sears Sites	27,700
22	Gannett Sites	47,856		47	Everyday Health	27,693
23	craigslist, inc.	45,015		48	Myspace	27,471
24	Meredith Women's Network	42,012		49	INSTAGRAM.COM	27,432
25	TWITTER.COM	40,654		50	AT&T, Inc.	26,734

Table 4

comScore Ad Focus Rankings (U.S.) December 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>	221,486	100.0		<i>Total Internet : Total Audience</i>	221,486	100.0
1	ShareThis	210,784	95.2	1	Google Ad Network**	208,074	93.9
2	Google	185,235	83.6	2	Specific Media**	198,119	89.5
3	Yahoo! Sites	184,935	83.5	3	Federated Media Publisher Network**	193,453	87.3
4	Outbrain	176,405	79.6	4	AOL Advertising**	186,595	84.2
5	FACEBOOK.COM	149,602	67.5	5	AT&T AdWorks**	185,757	83.9
6	YOUTUBE.COM*	126,874	57.3	6	Genome from Yahoo!**	184,556	83.3
7	MSN	120,037	54.2	7	Vibrant Media**	181,345	81.9
8	AOL, Inc.	110,139	49.7	8	Real Media Group - 24/7 Access**	177,880	80.3
9	Glam Media	109,734	49.5	9	ValueClick Networks**	176,537	79.7
10	AMAZON.COM*	104,548	47.2	10	Casale Media - MediaNet**	173,681	78.4
11	Ask Network	104,080	47.0	11	Microsoft Media Network US**	169,861	76.7
12	Bing	78,834	35.6	12	Collective Display**	163,902	74.0
13	Meebo	75,015	33.9	13	Tribal Fusion**	163,292	73.7
14	Demand Media	72,706	32.8	14	RadiumOne**	156,993	70.9
15	Windows Live	68,439	30.9	15	PulsePoint**	156,869	70.8
16	Federated Media Publishing	64,623	29.2	16	Burst Media**	155,355	70.1
17	APPLE.COM	52,343	23.6	17	Cox Digital Solutions - Network**	148,138	66.9
18	Answers.com Sites	49,170	22.2	18	Rocket Fuel**	142,992	64.6
19	WALMART.COM	48,899	22.1	19	Adconion Media Group**	131,414	59.3
20	Weather Channel, The	48,521	21.9	20	AudienceScience**	130,841	59.1
21	Gannett Sites	47,856	21.6				
22	MTV Music Group	45,426	20.5				
				Top DSP/SSP/Ad Exchange Entities			
23	CNN	45,053	20.3	1	Rubicon Project REVV Platform**	214,280	96.7
24	5min Media Platform	43,980	19.9				
25	TWITTER.COM	40,654	18.4				
26	Linkedin	40,563	18.3				
27	IMDb	40,239	18.2				
28	ESPN	38,307	17.3				
29	TARGET.COM	37,376	16.9				
30	CBS News	37,100	16.8				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in December. For instance, Yahoo! Sites was seen by 83.5 percent of the 221 million Internet users in December.

* 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.