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Contact: Andrew Lipsman
comScore, Inc.
(312) 775-6510
press@comscore.com

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

Television's New Fall Lineup Drives Traffic to TV Sites

Education and Computer Software Sites Gain as School Year Begins

RESTON, VA, October 16, 2009 – 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 2009 based on data from the comScore Media Metrix service. September marked the start of the fall television season as broadcast networks aired their season premieres, causing traffic to swell at TV sites. Education – Information sites and Computer Software also gained as students sought resources for the new academic year, while the Sports category soared to record highs during the September stretch run in baseball and kickoff to football season.

“As summer fades and fall begins, Americans’ shift their focus back to school and take comfort in their TVs as season premieres and fall sports dominate the tube,” said Jack Flanagan, comScore executive vice president. “With nearly half of the U.S. online population visiting television sites in September, it is clear that more than ever before Americans are turning to the Web for entertainment.”

Fall TV Lineup Draws Fans Online

The beginning of the fall season sent Americans to TV sites for information on their favorite shows or to view episodes online, as the category grew 17 percent to 95.6 million visitors. Yahoo! TV led the category with nearly 20 million visitors (up 63 percent), followed by AOL Television with 13 million (up 7 percent) and NBC Network with 11.4 million. CWTV grabbed the #10 position with 5.8 million visitors, nearly tripling its audience since August.

Students Kickoff the School Year Right

As students hit the books in September, they also looked to the Web for information and resources. Education – Information sites and Computer Software sites both saw an increase in activity as classes resumed for students around the country. Education – Information sites grew 15 percent to 72.3 million visitors, making it one of the fastest growing categories in September, led by Pearson Education with nearly 17 million visitors (up 40 percent), Hot Chalk with 13 million visitors (up 64 percent), and Classes USA with 8 million visitors (up 13 percent).

The Computer Software category grew 14 percent, attracting 34.4 million visitors in September, led by Intuit, which grew 18 percent to 6.4 million visitors. Symantec Store followed closely with 6.2 million visitors (up 11 percent), while Wareseeker.com ranked third with 3.7 million visitors (up 76 percent).

Competition Heats Up for Sports Nationwide

Between the approaching Major League Baseball playoffs and the NFL season kickoff, sports were top of mind for many of Americans in September. The category reached an all-time high, attracting more than 98 million visitors, up 14 percent versus August. Yahoo! Sports ranked #1 with 38 million visitors during the month (up 32 percent), followed by ESPN with 29 million visitors (up 21 percent) and NFL Internet Group with 19 million visitors (up 19 percent).

Top 50 Properties

Google Sites ranked as the #1 property in September with 165 million visitors, followed by Yahoo! Sites with 160 million visitors and Microsoft Sites with 133 million visitors. Facebook.com held its #5 ranking with 95 million visitors, while ESPN climbed 9 spots to #30.

Top 50 Ad Focus Ranking

AOL Advertising led the September Ad Focus ranking reaching 91 percent of Americans online. Yahoo! Network ranked second, reaching 89 percent of the population, followed by Google Ad Network with an 86-percent reach.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) September 2009 vs. August 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Aug-09	Sep-09	% Change	
<i>Total Internet : Total Audience</i>	197,311	198,378	1	N/A
CWTV.COM	1,846	5,380	191	226
FunnyorDie	3,647	6,331	74	193
CAUSES.COM	3,226	5,445	69	223
HotChalk	7,688	12,595	64	89
ABC Television	4,524	6,874	52	173
TV Guide Online Network	6,959	10,471	50	111
UNIVISION.COM	3,331	4,943	48	250
Pearson Education	11,953	16,684	40	63
Alloy Digital Network	11,315	15,415	36	70
Liberty Media Holding Corporation	8,310	11,153	34	100

*Ranking based on the top 250 properties in September 2009. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 hybrid audience measurement.

Table 2

comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) September 2009 vs. August 2009 Total U.S. - Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Aug-09	Sep-09	% Change
<i>Total Internet : Total Audience</i>	195,538	197,311	1
Entertainment - TV	81,833	95,601	17
Education - Information	62,899	72,321	15
Retail - Computer Software	30,172	34,357	14
Sports	86,388	98,180	14
Gaming Information	52,083	58,901	13
Community - Green	16,129	18,077	12
Online Gambling	11,036	12,320	12
Community - Lifestyles	93,840	104,220	11
Religion/Spirituality	22,419	24,861	11
Entertainment - Movies	70,994	78,143	10

Table 3

comScore Top 50 Properties (U.S.)

September 2009

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

Unique Visitors (000)

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	<i>198,378</i>				
1	Google Sites	164,597		26	Disney Online	30,712
2	Yahoo! Sites	159,765		27	Everyday Health	30,341
3	Microsoft Sites	133,163		28	iVillage.com: The Womens Network	29,213
4	AOL LLC	100,324		29	NBC Universal	29,053
5	FACEBOOK.COM	95,497		30	ESPN	28,822
6	Ask Network	93,323		31	WordPress	28,379
7	Fox Interactive Media	85,561		32	AT&T Interactive Network	28,325
8	eBay	70,188		33	Superpages.com Network	27,085
9	Amazon Sites	68,653		34	Break Media	26,019
10	Wikimedia Foundation Sites	67,890		35	Target Corporation	25,594
11	Apple Inc.	59,986		36	Bank of America	25,461
12	CBS Interactive	58,035		37	Gorilla Nation	24,459
13	Answers.com Sites	56,383		38	Technorati Media	24,459
14	Glam Media	54,764		39	NetShelter Technology Media	24,396
15	Demand Media	52,495		40	Federated Media Publishing	23,975
16	Turner Network	50,643		41	Weatherbug Property	23,505
17	Viacom Digital	49,984		42	AT&T, Inc.	23,428
18	New York Times Digital	49,813		43	Gannett Sites	22,523
19	craigslist, inc.	45,784		44	Photobucket.com LLC	22,171
20	Weather Channel, The	40,277		45	Expedia Inc	21,950
21	Adobe Sites	39,543		46	TWITTER.COM*	20,894
22	Comcast Corporation	36,278		47	Real.com Network	20,497
23	Verizon Communications Corporation	31,645		48	JPMorgan Chase Property	19,796
24	The Mozilla Organization	31,419		49	Experian Interactive	19,332
25	Wal-Mart	31,137		50	Shopzilla.com Sites	19,330

Table 4

comScore Ad Focus Ranking (U.S.)**September 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
	Total Internet : Total Audience	198,378	100.0				
1	AOL Advertising**	181,163	91.3	26	SpotXchange Video Ad Network - Potential Reach	118,321	59.6
2	Yahoo! Network**	176,208	88.8	27	CPX Interactive**	102,998	51.9
3	Google Ad Network**	171,180	86.3	28	YOUTUBE.COM	101,036	50.9
4	Tremor Media - Potential Reach	167,930	84.7	29	TidalTV - Potential Reach	100,748	50.8
5	ValueClick Networks**	163,037	82.2	30	AOL Media Network	100,324	50.6
6	Yahoo! Sites	159,765	80.5	31	MSN	95,732	48.3
7	Specific Media**	156,840	79.1	32	FACEBOOK.COM	95,497	48.1
8	Google	156,820	79.1	33	Ask Network	93,323	47.0
9	FOX Audience Network**	155,473	78.4	34	Adify**	92,427	46.6
10	Microsoft Media Network US**	153,412	77.3	35	Undertone Networks**	91,179	46.0
11	24/7 Real Media**	150,821	76.0	36	ADSDAQ by ContextWeb**	87,643	44.2
12	BrightRoll Video Network - Potential Reach	148,374	74.8	37	Pulse 360**	87,220	44.0
13	YuMe Video Network - Potential Reach	143,643	72.4	38	Vibrant Media**	87,218	44.0
14	Traffic Marketplace**	143,275	72.2	39	Monster Career Ad Network (CAN)**	84,874	42.8
15	Tribal Fusion**	137,091	69.1	40	ScanScout Network - Potential Reach	84,159	42.4
16	AudienceScience (formerly Revenue Science)**	136,777	68.9	41	NNN Total Newspapers: U.S.	83,137	41.9
17	interCLICK**	135,328	68.2	42	IB Local Network	79,152	39.9
18	Collective Network by Collective Media**	134,518	67.8	43	Centro - Potential Reach	77,362	39.0
19	Adconion Media Group**	133,246	67.2	44	IAC Ad Solutions	74,414	37.5
20	Casale Media - MediaNet**	132,222	66.7	45	Windows Live	73,380	37.0
21	Turn, Inc**	131,163	66.1	46	ITN Digital - Potential Reach	73,000	36.8
22	Advertising.com Video Network - Potential Reach	124,802	62.9	47	Kontera**	71,057	35.8
23	Digital Broadcasting Group (DBG) - Potential Reach	121,483	61.2	48	Bing	68,515	34.5
24	Burst Media**	120,077	60.5	49	MediaWhiz**	67,145	33.8
25	AdBrite**	118,797	59.9	50	MYSACE.COM*	65,652	33.1

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 89 percent of the nearly 198 million Internet users in September.

* 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

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