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

Online Gambling Sites See Pickup during World Series of Poker Tournament

Americans Browse Retail Sites to Shop Summer Deals

RESTON, VA, August 27, 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 July 2010 based on data from the comScore Media Metrix service. Interest in the annual World Series of Poker Tournament drove traffic to Online Gambling sites during the month as the heavily anticipated ‘main event’ commenced. More than 170 million Americans visited a Retail site in July shopping for toys, tickets, and other consumer goods.

“The World Series of Poker tournament brought out the competitive side of Americans in July, prompting millions to visit online gambling sites to test their card-playing skills,” said Jeff Hackett, senior vice president of comScore Media Metrix. “Retail sites were also popular in July, with Toy sites faring particularly well as parents shopped for games and activities to keep their kids occupied during their summer vacation.”

Americans Place their Bets

The ‘main event’ of the World Series of Poker annual tournament took place in July, spurring interest in the game among Americans. More than 13.4 million people visited an Online Gambling site during the month, an 11-percent increase versus June. PokerStars ranked as the category leader with 2.4 million visitors (up 8 percent), followed by FullTiltPoker with 2.3 million visitors (up 14 percent), Kingolotto Network with 2.0 million visitors (up 31 percent), and UltimateBet.com Online Poker with 1.0 million visitors (up 33 percent).

Online Retail Sites Busy During Summer

Several Retail sub-categories ranked among the top gaining categories for the month, including Toys, Mall, Tickets and Consumer Goods. Parents found ways to keep vacationing students busy with Toys sites, up 11 percent in July to 18.4 million visitors. Toysrus Sites ranked #1 in the category with 6.6 million visitors during the month (up 4 percent), followed by The LEGO Group with 2.9 million (up 24 percent), Disney Shopping with 1.7 million (up 7 percent) and AmericanGirl.com with 1.3 million (up 75 percent).

Mall sites also flourished during the month, growing 11 percent to 18.1 million visitors. Sam’s Club ranked #1 in the category with 4.7 million visitors (up 6 percent). HSN.com followed in second with 3.6 million visitors (up 18 percent), while FingerHut.com had 2.0 million visitors (up 24 percent) and MyDealMatch.com had 1.8 million visitors (up 9 percent).

Travel Information Sites Soar through July

The Travel Information site category saw strong growth during the month with 59.2 million visitors, up 11 percent versus June to reach the all-time high for the category. TravelAdNetwork ranked #1 with 18.9 million visitors, representing a 16-percent increase since June. TripAdvisor Sites ranked second with 13.1 million visitors, followed by Yahoo! Travel with 11.0 million visitors (up 14 percent), AOL Travel with 5.1 million (up 7 percent) and Bing Travel with 4.9 million (up 6 percent).

Top 50 Properties

Google Sites ranked as the #1 property in July with 178 million visitors, followed by Yahoo! Sites with 174 million and Microsoft Sites with 165 million. The Mozilla Organization jumped 10 positions in the ranking with 35.1 million visitors, while The Washington Post Company climbed 5 spots to 27.7 million visitors.

Top 50 Ad Focus Ranking

BrightRoll Video Network led the July Ad Focus ranking with a potential reach of 96 percent of Americans online, followed by SpotXchange Video Ad Network with a 93-percent reach. YuMe Video Ad Network climbed four spots to capture the #3 ranking with an 89-percent reach.

Table 1

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

	Jun-10	Jul-10	% Change	Rank by Unique Visitors
<i>Total Internet : Total Audience</i>	215,061	213,584	-1	N/A
PCH.COM	4,957	7,599	53	200
Apollo Group, Inc.	5,605	7,259	30	206
NFL Internet Group	7,583	9,744	28	160
Mail.com Media Corporation	4,925	6,017	22	250
Intergi Entertainment And Games	7,968	9,582	20	164
Manta.com	11,790	14,177	20	105
TheFind	11,419	13,721	20	109
The Mozilla Organization	29,576	35,115	19	29
MerchantCircle.com	7,270	8,602	18	177
Staples.com Sites	5,852	6,874	17	213

*Ranking based on the top 250 properties in July 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.) July 2010 vs. June 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Jun-10	Jul-10	% Change
<i>Total Internet : Total Audience</i>	215,061	213,584	-1
Gambling – Online Gambling	12,054	13,418	11
Retail – Toys	16,592	18,423	11
Retail – Mall	16,330	18,070	11
Travel - Information	53,537	59,163	11
Retail – Tickets	26,733	28,990	8
Business to Business	49,735	53,687	8
Retail – Consumer Goods	23,292	24,926	7
Entertainment – Humor	48,484	51,793	7
Business/Finance – Personal Finance	57,403	60,816	6
Services – Coupons	32,723	34,507	5

Table 3

comScore Top 50 Properties (U.S.) July 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>	213,584			
1	Google Sites	178,393	26	Disney Online	35,766
2	Yahoo! Sites	174,168	27	Technorati Media	35,695
3	Microsoft Sites	164,692	28	Gannett Sites	35,678
4	FACEBOOK.COM	145,521	29	The Mozilla Organization	35,115
5	AOL LLC	107,539	30	Superpages.com Network	34,276
6	Glam Media	90,490	31	Federated Media	33,939

					Publishing	
7	Ask Network	87,982		32	Break Media	33,588
8	Turner Network	85,727		33	iVillage.com: The Womens Network	33,287
9	Fox Interactive Media	82,064		34	WeatherBug Property	32,482
10	Amazon Sites	77,913		35	WordPress	32,001
11	CBS Interactive	75,661		36	Expedia Inc	31,891
12	Wikimedia Foundation Sites	72,316		37	Verizon Communications Corporation	30,588
13	eBay	69,557		38	AT&T Interactive Network	29,417
14	New York Times Digital	69,213		39	Tribune Interactive	28,646
15	Apple Inc.	69,038		40	Target Corporation	28,471
16	Viacom Digital	68,936		41	YellowBook Network	27,940
17	Demand Media	58,654		42	The Washington Post Company	27,711
18	craigslist, inc.	53,158		43	Photobucket.com LLC	27,396
19	VEVO	48,482		44	ESPN	27,197
20	Comcast Corporation	46,047		45	Warner Music	27,151
21	Weather Channel, The	43,147		46	Everyday Health	26,645
22	Answers.com Sites	40,381		47	WorldNow Sites	25,630
23	NetShelter Technology Media	38,617		48	NBC Universal	25,357
24	Wal-Mart	37,244		49	Bank of America	24,986
25	Adobe Sites	37,190		50	TWITTER.COM	24,798

Table 4

comScore Ad Focus Ranking (U.S.)

July 2010

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

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	213,584	100.0				
1	BrightRoll Video Network - Potential Reach	204,685	95.8	26	AudienceScience**	143,530	67.2
2	SpotXchange Video Ad Network - Potential Reach	199,369	93.3	27	Tribal Fusion**	143,378	67.1
3	YuMe Video Network - Potential Reach	190,292	89.1	28	Casale Media - MediaNet**	141,864	66.4
4	Tremor Media - Potential Reach	188,930	88.5	29	Traffic Marketplace**	140,981	66.0
5	BBE - Potential Reach	188,674	88.3	30	interCLICK**	139,458	65.3
6	Yahoo! Network**	184,768	86.5	31	Adconion Media Group**	135,804	63.6
7	AOL Advertising**	183,417	85.9	32	Burst Media**	131,970	61.8
8	Adconion Video Network - Potential Reach	182,763	85.6	33	Break Media - Potential Reach	130,500	61.1
9	Google Ad Network**	182,618	85.5	34	ADSDAQ by ContextWeb**	125,758	58.9
10	Advertising.com Video	180,705	84.6	35	MSN	121,731	57.0

	Network - Potential Reach							
11	ScanScout Network - Potential Reach	177,509	83.1		36	NNN Total Newspapers: U.S.	113,995	53.4
12	Yahoo! Sites	174,168	81.5		37	Viacom Digital Network - Potential Reach	113,155	53.0
13	ValueClick Networks**	173,632	81.3		38	YOUTUBE.COM*	110,716	51.8
14	TidalTV - Potential Reach	170,802	80.0		39	Adify**	110,552	51.8
15	Google	170,320	79.7		40	CPX Interactive**	110,372	51.7
16	Digital Broadcasting Group (DBG) - Potential Reach	167,138	78.3		41	Jivox Video Network - Potential Reach	110,025	51.5
17	24/7 Real Media**	161,909	75.8		42	AOL Media Network	108,095	50.6
18	Turn, Inc**	158,868	74.4		43	AOL LLC	107,539	50.4
19	AdBrite**	158,137	74.0		44	ITN Digital - Potential Reach	105,888	49.6
20	Microsoft Media Network US**	157,924	73.9		45	Centro - Potential Reach	103,178	48.3
21	Specific Media**	157,650	73.8		46	Vibrant Media**	101,918	47.7
22	FOX Audience Network**	153,009	71.6		47	IB Local Network - Potential Reach	101,044	47.3
23	Collective Network**	151,170	70.8		48	Undertone Networks**	98,731	46.2
24	Pulse 360**	145,623	68.2		49	MTVN Tribes - Potential Reach	97,624	45.7
25	FACEBOOK.COM	145,521	68.1		50	AdBlade Network**	95,551	44.7

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in July. For instance, Yahoo! Sites was seen by 81.5 percent of the 213 million Internet users in July.

* 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.