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

***Online Poker Tournaments Drive Traffic to Gambling Sites***

***Education Sites Spike as School Year Kicks Off***

**RESTON, VA, October 21, 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 September 2010 based on data from the comScore Media Metrix service. Online Gambling sites were popular in September as the competition heated up at several online poker tournaments. Classes resumed for schools and universities nationwide prompting teachers and students alike to visit Education sites.

“Education may begin in the classroom, but the Internet is becoming an increasingly important resource for students and an extension of the classroom environment,” said Jeff Hackett, senior vice president of comScore Media Metrix. “The digital world enables the easy exchange of notes, lectures, examples, extra practice and other resources that help facilitate learning outside of the classroom.”

**Americans Try Their Luck at Gambling Sites**

Online poker tournaments, such as FullTiltPoker’s Doubles Poker Championship and PokerStars’ WCOOP Main Event, drove significant traffic to gambling sites in September. Nearly 15 million people visited a gambling site during the month, a 20-percent increase versus August, making it the highest growing site category for the month. FullTiltPoker captured the top spot with 4.2 million visitors (up 46 percent), followed by PokerStars with 2.7 million visitors (up 7 percent), Kingolotto with 1.4 million visitors and Absolute Poker with 1.3 million visitors. BetUs.com experienced significant growth during the month, surging 274 percent to 1.3 million visitors, along with Winner.com which grew to over a million visitors in September, up from 31,000 visitors in August.

### **Education Sites Back in Session**

As classes resumed, teachers and students looked to Education Information sites to start the year off right. The category attracted 78.7 million visitors in September, up 6 percent versus August. Pearson Education led the category with 17.8 million unique visitors during the month, up 25 percent to rank among the top gaining properties for the month. HotChalk came in second with 13.0 million visitors, also among the top gaining properties with a 42-percent increase. About.com Education followed with 8.2 million visitors (up 44 percent), while ClassesUSA.com drew 7.9 million visitors.

The Career Training and Education category also saw growth prompted by back-to-school, reaching an all-time high of 13.4 million visitors. FastWeb.com ranked #1 in the category with 900,000 visitors during the month, followed by AesopOnline with 688,000 (up 82 percent), FindAccountingPrograms.com with 577,000 and Learn4Good.com with 494,000. CareerSchoolMatch.com saw strong growth with 421,000 visitors (up 66 percent), while CourseKey.com surged 411 percent to 279,000 visitors.

### **Health Matters as Season Changes**

Health sites saw considerable pickup in September with seasonal allergies peaking and people beginning to look into flu shots to prepare for the upcoming flu season. The health category grew 5 percent to more than 126 million visitors during the month, with Everyday Health leading the category with 26.5 million visitors, a 3-percent increase from the prior month. WebMD Health ranked second with 24.2 million visitors (up 4 percent), followed by Livestrong – eHow Health with 11.9 million visitors. Yahoo! Health followed closely in the #4 spot with 11.7 million visitors, while HealthGrades attracted 10.4 million visitors.

### **Top 50 Properties**

Google Sites ranked as the #1 property in September with 180.0 million visitors, followed by Yahoo! Sites with 178.0 million and Microsoft Sites with 165.1 million. YellowBook Network climbed 8 positions in the ranking to #31 with 30.6 million visitors, while NBC Universal jumped 15 positions to #33 with 29.1 million visitors.

## Top 50 Ad Focus Ranking

BrightRoll Video Network led the September Ad Focus ranking with a potential reach of 99.5 percent of Americans online, followed by TubeMogul Video Ad Platform with a 97.5-percent potential reach. SpotXchange Video Ad Network ranked third with a 96.9-percent potential reach, while Firefly Video came in fourth with a potential reach of 94.5 percent. ScanScout Network climbed 5 positions to capture the #8 spot with 86.7 percent potential reach.

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) September 2010 vs. August 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>				
	<b>Total Unique Visitors (000)</b>			<b>Rank by Unique Visitors</b>
	<b>Aug-10</b>	<b>Sep-10</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	212,616	212,874	0	N/A
AccuWeather Sites	6,278	9,825	57	151
HotChalk	9,135	13,007	42	112
ABC Television	5,576	7,399	33	195
Babelgum	4,589	6,014	31	231
FunnyorDie	4,863	6,358	31	220
Liberty Media Holding Corporation	8,626	11,205	30	134
Pearson Education	14,220	17,760	25	73
ConstantContact.com	4,885	5,864	20	238
Research In Motion Limited	4,919	5,851	19	240
NBC Universal	24,583	29,129	18	33

*\*Ranking based on the top 250 properties in September 2010. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.*

**Table 2**

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) September 2010 vs. August 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Aug-10</b>	<b>Sep-10</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	212,616	212,874	0
Gambling – Online Gambling	12,468	14,957	20
Business/Finance	155,246	167,768	8
Education – Information	74,040	78,658	6
Career Services and Development – Training and Education	12,601	13,356	6
Services – Web Hosting	41,917	44,312	6
Community – Religion/Spirituality	26,928	28,457	6
Health	120,100	126,018	5
Retail – Flowers/Gifts/Greetings	26,481	27,720	5
Retail – Computer Software	34,444	35,800	4
Community - Food	67,889	69,906	3

**Table 3**

<b>comScore Top 50 Properties (U.S.)                      September 2010                      Total U.S. – Home, Work and University Locations                      Source: comScore Media Metrix</b>						
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	<i>Total Internet : Total Audience</i>	212,874				
1	Google Sites	180,023		26	Gannett Sites	38,170
2	Yahoo! Sites	177,973		27	Wal-Mart	35,923
3	Microsoft Sites	165,052		28	Adobe Sites	35,687
4	FACEBOOK.COM	148,409		29	Federated Media Publishing	35,137
5	AOL, Inc.	104,621		30	iVillage.com: The Womens Network	33,286
6	Glam Media	91,004		31	YellowBook Network	30,572
7	Ask Network	89,297		32	WeatherBug Property	29,791
8	Viacom Digital	83,902		33	NBC Universal	29,129
9	CBS Interactive	83,835		34	Break Media Network	28,715
10	Turner Network	81,376		35	AT&T Interactive Network	28,695
11	Fox Interactive Media	81,369		36	Disney Online	28,641
12	Wikimedia Foundation Sites	78,241		37	Tribune Interactive	28,358
13	Amazon Sites	76,739		38	Verizon Communications Corporation	27,990
14	New York Times Digital	72,076		39	WordPress	27,821
15	Apple Inc.	69,927		40	Superpages.com Network	26,890
16	eBay	67,733		41	Everyday Health	26,503
17	Demand Media	58,640		42	Target Corporation	25,616
18	craigslist, inc.	51,775		43	NFL Internet Group	25,436
19	VEVO	49,019		44	Expedia Inc	25,273
20	Answers.com Sites	47,676		45	Photobucket.com LLC	24,302
21	Comcast Corporation	44,030		46	WebMD Health	24,150
22	ESPN	40,629		47	TWITTER.COM	23,893
23	NetShelter Technology Media	39,641		48	Bank of America	23,892
24	Technorati Media	38,830		49	The Washington Post Company	23,862
25	Weather Channel, The	38,674		50	Monster Worldwide	23,670

Table 4

comScore Ad Focus Ranking (U.S.) September 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>	212,874	100.0				
1	BrightRoll Video Network - Potential Reach	211,761	99.5	26	FACEBOOK.COM	148,409	69.7
2	TubeMogul Video Ad Platform - Potential Reach	207,553	97.5	27	AudienceScience**	143,144	67.2
3	SpotXchange Video Ad Network - Potential Reach	206,347	96.9	28	interCLICK**	142,856	67.1
4	Firefly Video - Potential Reach	201,129	94.5	29	FOX Audience Network**	140,846	66.2
5	Tremor Media - Potential Reach	196,518	92.3	30	Traffic Marketplace**	140,427	66.0
6	YuMe Video Network - Potential Reach	191,497	90.0	31	Break Media - Potential Reach	138,359	65.0
7	BBE - Potential Reach	190,409	89.4	32	Casale Media - MediaNet**	136,648	64.2
8	ScanScout Network - Potential Reach	184,468	86.7	33	Pulse 360**	134,773	63.3
9	Yahoo! Network**	182,918	85.9	34	Tribal Fusion**	132,366	62.2
10	AOL Advertising**	182,457	85.7	35	Burst Media**	130,871	61.5
11	Advertising.com Video Network - Potential Reach	182,155	85.6	36	Vibrant Media**	130,676	61.4
12	Adconion Video Network - Potential Reach	181,163	85.1	37	Adconion Media Group**	130,465	61.3
13	Yahoo! Sites	177,973	83.6	38	Viacom Digital Network - Potential Reach	126,868	59.6
14	Google Ad Network**	176,041	82.7	39	MSN	121,955	57.3
15	Google	172,211	80.9	40	BuzzLogic Conversation Network - Potential Reach	121,678	57.2
16	TidalTV - Potential Reach	172,024	80.8	41	The Video Network - Potential Reach	117,207	55.1
17	ValueClick Networks**	169,864	79.8	42	ContextWeb**	116,557	54.8
18	Digital Broadcasting Group (DBG) - Potential Reach	168,209	79.0	43	YOUTUBE.COM*	113,654	53.4
19	Turn Media Platform**	162,646	76.4	44	Centro - Potential Reach	113,357	53.3
20	Jivox Video Network - Potential Reach	161,845	76.0	45	NNN Total Newspapers: U.S.	112,937	53.1
21	24/7 Real Media**	161,716	76.0	46	ITN Digital - Potential Reach	108,500	51.0
22	AdBrite**	157,076	73.8	47	Adify**	105,927	49.8
23	Collective Network**	153,088	71.9	48	AOL Media Network	105,092	49.4
24	Specific Media**	152,873	71.8	49	AOL, Inc.	104,621	49.1
25	Microsoft Media Network US**	150,905	70.9	50	CPX Interactive**	104,053	48.9

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 83.6 percent of the 213 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**

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](http://www.comscore.com/companyinfo).