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Contact: Stephanie Flosi
comScore, Inc.
(312) 777-8801
press@comscore.com

comScore Media Metrix Ranks Top 50 U.S. Web Properties for October 2011

Big Prizes Lure Players to Lotto and Sweepstakes Sites

Sweetest Day and Halloween Drive Traffic to Flowers and E-Card Sites

RESTON, VA, November 16, 2011 – 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 October 2011 based on data from the [comScore Media Metrix](#) service. The annual McDonald’s Monopoly game and a large Powerball jackpot drove millions of prize-hungry visitors to the Lotto/Sweepstakes category in October. Sweetest Day and Halloween prompted a seasonal spike in traffic at Flowers/Gifts/Greetings sites and E-Card sites.

“Lotto and Sweepstakes sites saw big gains in October, with the popular McDonald’s Monopoly game generating widespread interest,” said Jeff Hackett, executive vice president of comScore. “Of course October is also the month of Halloween, which generated a predictable surge in retail gifts and greetings, as well as sending of e-cards.”

A Chance at the Jackpot

Lotto/Sweepstakes sites offered attractive winnings in October making it the fastest growing category, up 23 percent to 26.5 million visitors. PlayAtMcD.com drove much of the growth, ranking first in the category with 5.8 million visitors, a 672-percent increase versus September. The game also earned the McDonald’s web property the #1 spot on the top-gaining properties list, up 120 percent overall to 9.1 million visitors. EPrize.net ranked second in the Lotto/Sweepstakes category with 3.2 million visitors (up 3 percent), followed by SwagBucks.com with 2.4 million (up 8 percent) and FLALottery.com with 1.7 million (up 7 percent). The Powerball jackpot surpassed \$200 million in October, driving 1.5 million visitors to PowerBall.com for information on the growing prize (up 20 percent).

Flowers and E-Cards Help Celebrate October Holidays

Sweetest Day and Halloween prompted 30 million visitors to browse Flowers/Gifts/Greetings sites to send friends and family treats and well wishes. PartyCity.com ranked as the category leader with 8.8 million visitors (up 111 percent), and achieved the #2 rank on the top-gaining properties list. AmericanGreetings Property came in second among Flowers/Gifts/Greetings sites with 4.9 million visitors (up 11 percent), followed by Gifts.com with 4.0 million (up 3 percent), Hallmark.com with 1.4 million and 1-800-Flowers.com, Inc. with 1.2 million (up 14 percent).

E-Card sites were also influenced by the two holidays, growing 17 percent to 23.1 million visitors in October. Evite.com helped spread the word on Halloween parties, topping the chart with 9.6 million visitors (up 8 percent). MyFunCards.com ranked second with 2.7 million visitors (up 12 percent), followed by AG Interactive with 2.5 million (up 13 percent), 123Greetings.com with 1.8 million (up 15 percent) and SomeEcards.com with 1.6 million.

Top 50 Properties

Google Sites ranked as the #1 property in October with 186.7 million visitors, followed by Yahoo! Sites with 173.8 million and Microsoft Sites with 173.2 million. WebMD Health and The Washington Post Company each jumped 5 positions, to rank at #39 and #44, respectively. Alloy Digital Network and Liberty Media Holding Corporation were both newcomers to the list at #37 and #38, earning both a spot on the top-gaining properties list in October.

Top 50 Ad Focus Ranking

Google Ad Network led the October Ad Focus ranking with a reach of 92.8 percent of Americans online, followed by Yahoo! Network Plus (86.6 percent) and AOL Advertising (85.0 percent), AT&T AdWorks (83.2 percent) and ValueClick Networks (81.4 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) October 2011 vs. September 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Sep-11	Oct-11	% Change	
<i>Total Internet : Total Audience</i>	218,536	221,160	1	N/A
McDonald's	4,132	9,096	120	181
PARTYCITY.COM	4,172	8,815	111	190
Alloy Digital Network	22,670	29,486	30	37
Sprint Nextel Corporation	10,162	13,117	29	128
Coolmath.com Inc	5,499	7,097	29	228
MOGMusicNetwork	5,878	7,579	29	215
AVG Technologies	8,652	11,058	28	149
Toyota	5,591	7,072	27	230
General Mills	6,844	8,444	23	201
Liberty Media Holding Corporation	23,700	29,089	23	38

*Ranking based on the top 250 properties in October 2011. 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.) October 2011 vs. September 2011 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Sep-11	Oct-11	% Change
<i>Total Internet : Total Audience</i>	218,536	221,160	1
Gambling – Lotto/Sweepstakes	21,444	26,482	23
Retail – Flowers/Gifts/Greetings	24,290	29,980	23
Services – E-cards	19,850	23,135	17
Community – Teens	38,336	44,424	16
Retail – Toys	19,061	21,629	13
Business/Finance – Online Trading	8,453	9,538	13
Retail – Computer Hardware	67,818	76,497	13
Automotive – Manufacturer	24,839	27,816	12
Retail – Mall	14,212	15,646	10
Retail – Food	14,904	16,373	10

Table 3

comScore Top 50 Properties (U.S.) October 2011 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>	221,160				
1	Google Sites	186,744		26	Gannett Sites	43,657
2	Yahoo! Sites	173,839		27	Technorati Media	39,804
3	Microsoft Sites	173,232		28	NetShelter Technology Media	38,410
4	Facebook.com	166,000		29	Adobe Sites	36,640
5	AOL, Inc.	108,034		30	LinkedIn.com	35,732
6	Amazon Sites	106,942		31	Twitter.com	34,809
7	Ask Network	90,908		32	Disney Online	34,506
8	Turner Digital	88,887		33	AT&T Interactive Network	34,429
9	Wikimedia Foundation Sites	86,255		34	Tribune Interactive	33,476
10	Glam Media	84,763		35	Superpages.com Network	32,394
11	CBS Interactive	80,953		36	Yelp.com	31,311
12	Apple Inc.	79,942		37	Alloy Digital Network	29,486
13	Viacom Digital	79,442		38	Liberty Media Holding Corporation	29,089
14	New York Times Digital	79,243		39	WebMD Health	28,502
15	eBay	73,625		40	Myspace	28,439
16	VEVO	63,638		41	Netflix.com	27,896
17	Weather Channel, The	58,486		42	Everyday Health	27,800
18	Demand Media	58,109		43	Break Media	27,600
19	craigslist, inc.	53,194		44	The Washington Post Company	27,437
20	WordPress	49,324		45	NBC Universal	27,429
21	ESPN	49,179		46	Target Corporation	27,086
22	Comcast Corporation	47,010		47	Verizon Communications Corporation	26,919
23	Wal-Mart	45,203		48	Fox News Digital	26,718
24	Federated Media Publishing	44,552		49	NFL Internet Group	26,681
25	Answers.com Sites	44,255		50	ABCNews Digital	26,649

Table 4

comScore Ad Focus Ranking (U.S.) October 2011 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>	221,160	100.0				
1	Google Ad Network**	205,339	92.8	26	Undertone**	125,145	56.6
2	Yahoo! Network Plus**	191,609	86.6	27	MSN	118,858	53.7
3	AOL Advertising**	188,065	85.0	28	FOX Audience Network**	110,062	49.8
4	AT&T AdWorks**	183,976	83.2	29	CPX Interactive**	109,956	49.7
5	ValueClick Networks**	180,105	81.4	30	AOL, Inc.	108,034	48.8
6	24/7 Real Media Global Web Alliance**	178,291	80.6	31	AdBlade Network**	106,810	48.3
7	Google	177,739	80.4	32	Bing	100,989	45.7
8	Specific Media**	174,676	79.0	33	Meebo	97,921	44.3
9	Yahoo! Sites	173,839	78.6	34	Ask Network	90,908	41.1
10	ShareThis	168,835	76.3	35	Rocket Fuel**	89,765	40.6
11	Tribal Fusion**	168,524	76.2	36	Kontera**	86,719	39.2
12	Collective Display**	166,605	75.3	37	Amazon.com*	85,122	38.5
13	Facebook.com	166,000	75.1	38	Glam Media	84,763	38.3
14	AdBrite**	162,987	73.7	39	Smowtion Ad Network**	84,007	38.0
15	Casale Media - MediaNet**	161,497	73.0	40	Windows Live	77,015	34.8
16	Microsoft Media Network US**	154,233	69.7	41	Technorati Media**	75,740	34.2
17	interclick**	151,633	68.6	42	Monster Career Ad Network (CAN)**	74,458	33.7
18	Cox Digital Solutions - Network**	151,493	68.5	43	Dedicated Media**	64,372	29.1
19	AudienceScience**	151,084	68.3	44	Brand.net Network**	62,504	28.3
20	Traffic Marketplace**	141,590	64.0	45	RMM (formerly Red McCombs Media)**	62,385	28.2
21	Burst Media**	141,411	63.9	46	Weather Channel, The	58,486	26.4
22	Vibrant Media**	136,254	61.6	47	Demand Media	58,109	26.3
23	ContextWeb**	133,561	60.4	48	About	57,624	26.1
24	Adconion Media Group**	129,747	58.7	49	MTV Networks Music	56,451	25.5
25	YouTube.com*	126,221	57.1	50	Redux Media Network**	50,595	22.9

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in October. For instance, Yahoo! Sites was seen by 78.6 percent of the 221 million Internet users in October.

* 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 business analytics. For more information, please visit www.comscore.com/companyinfo.