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

***Business Finance Sites See Pickup as Q3 Begins***

***Community Sites Swell at Peak of Summer***

**RESTON, VA, August 23, 2012** – 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 2012 based on data from the [comScore Media Metrix](#) service. More Americans visited the Business Finance category at the start of Q3, including Online Trading sites and Financial Advice sites. As summer reached its peak in July, many Americans spent time with leisure-oriented pursuits in the Community category, such as Pet sites and Beauty/Fashion/Style sites.

“As Q3 kicked-off in July, millions of Americans visited the Business and Finance category for a mid-year health check on their investments and other financial interests,” said Jeff Hackett, executive vice president of comScore. “With summertime leisure also in full effect, many others took a more laid back approach to their web browsing by visiting community-based interest sites, including Pets and Beauty/Fashion/Style sites.”

**July Means Business for Finance Sites**

In July, two Business/Finance subcategories earned a spot in the top-gaining categories ranking, including the #1 placeholder earned by Online Trading sites. The category increased 23 percent to 10.7 million visitors during the month, with Fidelity Investments ranking first with 3.7 million visitors (up 16 percent). Scottrade Sites ranked second with 1.5 million visitors (up 40 percent), followed by Schwab.com with 1.4 million (up 18 percent) and TDAmeritrade.com with 1.3 million (up 16 percent).

Financial Information/Advice sites ranked fifth among the top-gaining categories, growing 10 percent to 58.2 million visitors in July. Bankrate.com Sites took the top spot in the category with 9.9 million visitors, followed by Geico with 5.1 million (up 23 percent), Citi.com with 4.6 million (up 5 percent), Progressive Insurance Company with 3.7 million and USAA.com with 3.5 million (up 9 percent).

### **Online Community Sites Build Strong Following in July**

Several Community subcategories posted seasonal gains with Americans having more leisure time in July. With school being out and more hands to help around the house, many Americans looked into adding a pet to the family. Traffic to Pet sites spiked 18 percent to 29.6 million visitors, with PetFinder.com taking the top spot with 3.5 million visitors (up 12 percent). Petsmart.com Sites ranked #2 with 2.9 million visitors (up 31 percent), followed by PawNation with 2.8 million (up 44 percent), eHow Pets with 2.5 million (up 2 percent) and Petco.com with 2.1 million (up 10 percent).

Summer beauty and fashion were trending online as 85.4 million Americans visited a Beauty/Fashion/Style site in July (up 11 percent). Glam Style ranked first with 15.2 million visitors, followed Stylelist Sites in second with 8.8 million (up 7 percent). SheKnows Beauty grew a substantial 67 percent with 5.8 million visitors, followed by Glo with 5.5 million (up 7 percent) and Hearst Beauty & Fashion Network with 5.1 million (up 7 percent).

### **Top 50 Properties**

Google Sites ranked as the #1 property in July with 190 million visitors, followed by Microsoft Sites with 169 million, Yahoo! Sites with 163 million and Facebook.com with 161 million. The highly anticipated Olympic Games drew 76.8 million visitors to Comcast NBCUniversal, vaulting the property into the top 10.

### **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, Google ranked first in July with an 82.6-percent reach of Americans online, followed by ShareThis (80.4 percent), Yahoo! Sites (73.5 percent), Facebook.com (72.7 percent) and Outbrain (68.5 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.4-percent reach, followed by PulsePoint (89.9 percent), AOL Advertising (85.4 percent), Genome from Yahoo! (84.3 percent) and AT&T AdWorks (83.5 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 96.2 percent of Americans online.

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) July 2012 vs. June 2012 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>Jun-12</b>	<b>Jul-12</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	221,155	221,155	0	N/A
INSTAGRAM.COM	16,540	22,744	38	56
Sun Microsystems, Inc.	7,697	10,191	32	167
PriceGrabber	6,353	7,963	25	221
Valve Corporation	5,885	7,313	24	238
NFL Internet Group	7,260	8,938	23	191
Staples.com Sites	6,397	7,808	22	226
Infospace Network	7,901	9,614	22	182
AARP Sites	5,793	6,988	21	248
Xacti Corporation	8,634	10,251	19	166
PUTLOCKER.COM	6,036	7,154	19	244

*\*Ranking based on the top 250 properties in July 2012. Excludes entities whose growth was primarily due to tagging through unified digital audience measurement.*

**Table 2**

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) July 2012 vs. June 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Jun-12</b>	<b>Jul-12</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	221,155	221,155	0
Business/Finance – Online Trading	8,664	10,692	23
Community – Pets	25,203	29,627	18
Retail – Toys	16,092	17,918	11
Community – Beauty/Fashion/Style	76,869	85,362	11
Business/Finance – Financial Information/Advice	52,662	58,187	10
Gambling – Online Gambling	8,205	9,046	10
Services – Incentives	22,587	24,826	10
Community – Religion/Spirituality	31,936	35,028	10
Retail – Consumer Goods	24,995	27,347	9
Community – Gay/Lesbian	8,331	9,080	9

Table 3

comScore Top 50 Properties (U.S.) July 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>	221,155				
1	Google Sites	190,355		26	Linkedin	37,272
2	Microsoft Sites	168,732		27	Technorati Media	36,413
3	Yahoo! Sites	162,581		28	Adobe Sites	35,183
4	FACEBOOK.COM	160,674		29	YP Local Media Network	34,846
5	AOL, Inc.	110,170		30	Disney Online	34,843
6	Amazon Sites	103,500		31	Break Media	33,772
7	Ask Network	85,730		32	YELP.COM	32,939
8	Wikimedia Foundation Sites	83,964		33	ESPN	31,927
9	Apple Inc.	81,032		34	Meredith Women's Network	31,213
10	Comcast NBCUniversal	76,841		35	The Mozilla Organization	30,814
11	eBay	76,104		36	Tribune Interactive	30,774
12	Glam Media	74,821		37	NETFLIX.COM	29,933
13	Turner Digital	73,832		38	BUZZMEDIA	29,893
14	CBS Interactive	70,955		39	Verizon Communications Corporation	29,649
15	Viacom Digital	68,620		40	NetShelter Technology Media	29,095
16	Demand Media	67,910		41	Fox News Digital Network	27,856
17	New York Times Digital	65,990		42	BitTorrent Network	27,119
18	Federated Media Publishing	64,215		43	TUMBLR.COM*	26,929
19	VEVO	56,337		44	Myspace	26,812
20	craigslist, inc.	55,079		45	Alloy Digital Properties	26,102
21	Weather Channel, The	51,994		46	Target Corporation	25,863
22	Gannett Sites	47,144		47	Everyday Health	25,856
23	Wal-Mart	45,227		48	Scripps Networks Interactive Inc.	24,971
24	TWITTER.COM	40,256		49	SheKnows (Evolve Media Corp.)	24,751
25	Answers.com Sites	37,313		50	Internet Brands, Inc.	24,649

Table 4

comScore Ad Focus Rankings (U.S.) July 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>	221,155	100.0		<i>Total Internet : Total Audience</i>	221,155	100.0
1	Google	182,652	82.6	1	Google Ad Network**	206,621	93.4
2	ShareThis	177,711	80.4	2	PulsePoint**	198,818	89.9
3	Yahoo! Sites	162,581	73.5	3	AOL Advertising**	188,804	85.4
4	FACEBOOK.COM	160,674	72.7	4	Genome from Yahoo!**	186,350	84.3
5	Outbrain	151,461	68.5	5	AT&T AdWorks**	184,605	83.5
6	YOUTUBE.COM*	130,697	59.1	6	ValueClick Networks**	177,957	80.5
7	MSN	115,665	52.3	7	24/7 Real Media Global Web Alliance**	175,642	79.4
8	AOL, Inc.	110,170	49.8	8	Microsoft Media Network US**	171,968	77.8
9	AMAZON.COM*	89,973	40.7	9	Casale Media - MediaNet**	166,141	75.1
10	Bing	88,986	40.2	10	Tribal Fusion**	166,136	75.1
11	Meebo	86,740	39.2	11	Vibrant Media**	160,246	72.5
12	Ask Network	85,730	38.8	12	Collective Display**	160,064	72.4
13	WIKIPEDIA.ORG*	83,716	37.9	13	RadiumOne**	156,627	70.8
14	Glam Media	74,821	33.8	14	Cox Digital Solutions - Network**	150,129	67.9
15	Windows Live	70,643	31.9	15	Specific Media**	148,893	67.3
16	Demand Media	67,910	30.7	16	AudienceScience**	141,260	63.9
17	Federated Media Publishing	64,215	29.0	17	Burst Media**	138,031	62.4
18	Weather Channel, The	51,994	23.5	18	Undertone**	124,370	56.2
19	About	51,937	23.5	19	Adconion Media Group**	117,211	53.0
20	MTV Music Group	48,876	22.1	20	CPX Interactive**	114,990	52.0
21	APPLE.COM	47,780	21.6				
22	Gannett Sites	47,144	21.3	<b>Top DSP/SSP/Ad Exchange Entities</b>			
23	WALMART.COM	40,918	18.5	1	Rubicon Project REVV Platform**	212,714	96.2
24	TWITTER.COM	40,256	18.2				
25	Answers.com Sites	37,313	16.9				
26	Linkedin	37,272	16.9				
27	CNN	36,840	16.7				
28	Technorati Media	36,413	16.5				
29	IMDb	35,490	16.0				
30	YP Local Media Network	34,846	15.8				

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 73.5 percent of the 221 million Internet users in July.

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