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comScore Media Metrix Ranks Top 50 U.S. Web Properties for January 2013

Travel Sites Shine During Cold Winter January

Career Sites Offer Fresh Start for Americans in New Year

RESTON, VA, February 27, 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 January 2013 based on data from the [comScore Media Metrix](#) service. As winter reached its peak in January, Americans researched the possibility of future getaways and made bookings at Travel sites. The start of a new year also sparked fresh career ideas for Americans, who turned to online Career Services during the month.

“In January, Americans combatted their winter blues by researching and even booking future vacations at online travel sites,” said Jeff Hackett, executive vice president of comScore. “We also saw a very seasonal spike in the Career Services category, including Job Search, Training and Education, and Career Resource sites, as Americans looked for ways to grow their careers and expand their skill sets in 2013.”

Travelers Thirst for Fun Getaways

Americans were determined to beat the winter blues in January by looking for late season travel deals or planning for ski trips and spring vacation. The Ground/Cruise travel subcategory posted strong gains during the month, rising 25 percent to 15.6 million visitors. Carnival Cruise Lines ranked first with 2.5 million visitors (up 80 percent), followed by Amtrak.com with 2.4 million (up 6 percent), Royal Caribbean Cruises Ltd. with 2.1 million (up 34 percent) and Vacations to Go.com Sites with 1.6 million (up 48 percent).

Online Travel Agent sites also contributed to the growth of the category, growing 13 percent to 37.5 million visitors. Expedia Inc came in first with 19.3 million visitors (up 20 percent), followed by

Priceline.com Incorporated with 15.6 million (up 27 percent), Orbitz Worldwide with 11 million (up 33 percent) and Travelocity with 8.6 million (up 55 percent). Kayak.com Network rounded out the top 5 with 8.6 million visitors (up 26 percent).

Job Hunters Strike the Web

All three Career Services subcategories ranked among the fastest growing in January, with Job Search sites witnessing the largest increase (24 percent) with 28 million visitors. Indeed.com Job Search ranked #1 in the category with 17.3 million visitors (up 29 percent), followed by CareerBuilder.com Job Search with 9.6 million (up 20 percent), Monster.com Job Search with 9.1 million (up 32 percent) and SimplyHired.com Job Search with 4.7 million (up 40 percent).

Career Resource sites spiked 15 percent to 59.7 million visitors during the month, with Monster, Inc. in first with 25 million visitors (up 18 percent). In second place, CareerBuilder LLC drew 20.7 million visitors (up 7 percent), followed by Indeed with 20.7 million (up 38 percent) and About.com Jobs & Careers with 6.4 million (up 44 percent).

Tax Time for America

Tax sites saw the biggest traffic boost in January as Americans logged on to begin the process of filing their 2012 returns. The category grew 279 percent to more than 25 million visitors.

Movers & Shakers

In January, two different government sites ranked as the #1 and #2 fastest-growing properties. Traffic to IRS.gov spiked (up 158 percent to 12.7 million visitors) as Americans researched the requirements for their annual tax filing, while ED.gov helped students file their annual applications for financial aid (up 75 percent to 7.8 million). Representing the travel category, Travelocity ranked as the #4 fastest growing property this month with an increase of 55 percent to 8.6 million visitors. Representing the Career Services category, Recruit Co., Ltd. – which includes Indeed.com – jumped 36 percent to 20.9 million visitors to rank as the 10th fastest-growing property.

Top 50 Properties

Google Sites ranked as the #1 property in December with 191 million visitors, followed by Yahoo! Sites with 187 million, Microsoft Sites with 170 million and Facebook.com with 146 million. Americans looked to start the year off on a healthier note, causing an influx in traffic at WebMD Health (up 9

positions to #30) and Everyday Health (up 5 positions to #42.) Leading social networking sites LinkedIn and Pinterest each jumped 4 spots to #22 and #38, respectively.

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, ShareThis ranked first in January with a 95.1-percent reach of Americans online, followed by Yahoo! Sites (84 percent), Google (83.1 percent), Outbrain (80.1 percent) and Facebook.com (65.5 percent).

For Advertising Networks and Buy Side Networks, Google Ad Network ranked #1 with a 93.8-percent reach, followed by Specific Media (91.1 percent), Federated Media Publisher Network (86.4 percent), AOL Advertising (84.4 percent) and AT&T AdWorks (83.4 percent).

Among DSPs, SSPs and Ad Exchanges (which will include several additional entities in the coming months), Rubicon Project REVV Platform reached 97.2 percent of Americans online, followed by Fulcrum5 with 77.4 percent.

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) January 2013 vs. December 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix				
	Total Unique Visitors (000)			Rank by Unique Visitors
	Dec-12	Jan-12	% Change	
<i>Total Internet : Total Audience</i>	221,486	222,108	0	N/A
IRS.gov	4,911	12,675	158	145
ED.gov	4,461	7,804	75	233
NewsMax.com Sites	4,930	8,507	73	214
Travelocity	5,532	8,583	55	211
LocalTV LLC	6,180	8,666	40	209
PCH Games Network	5,841	8,165	40	225
USNews	7,673	10,650	39	172
ABC Television	6,725	9,285	38	194
Dominion Enterprises	9,814	13,374	36	135
Recruit Co., Ltd.	15,372	20,858	36	76

**Ranking based on the top 250 properties in January 2013. 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.) January 2013 vs. December 2012 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix			
	Total Unique Visitors (000)		
	Dec-12	Jan-13	% Change
<i>Total Internet : Total Audience</i>	221,486	222,108	0
Business/Finance – Taxes	6,696	25,367	279
Travel – Transactions	3,966	5,055	27
Travel – Ground/Cruise	12,473	15,638	25
Career Services & Development – Job Search	22,654	28,047	24
Career Services & Development – Training and Education	12,386	14,359	16
Career Services & Development – Career Resources	51,793	59,651	15
Real Estate	59,085	67,682	15
Lifestyles – Gay/Lesbian	8,479	9,669	14
Travel – Online Travel Agents	33,054	37,469	13
Business/Finance – Financial Information/Advice	53,300	59,923	12

Table 3

comScore Top 50 Properties (U.S.) January 2013 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>	222,108				
1	Google Sites	190,753		26	TWITTER.COM	39,601
2	Yahoo! Sites	186,599		27	YELP.COM	38,502
3	Microsoft Sites	169,722		28	ESPN	38,145
4	FACEBOOK.COM	145,580		29	Meredith Women's Network	36,825
5	Amazon Sites	115,631		30	WebMD Health	36,217
6	AOL, Inc.	111,264		31	Fox News Digital Network	34,683
7	Glam Media	110,195		32	Adobe Sites	34,662
8	Ask Network	107,774		33	WORDPRESS.COM*	34,228
9	Wikimedia Foundation Sites	88,075		34	New York Times Digital	33,583
10	CBS Interactive	82,775		35	Tribune Interactive	32,458
11	Apple Inc.	79,803		36	YP Local Media Network	30,983
12	Turner Digital	79,506		37	BUZZMEDIA	30,739
13	Demand Media	76,813		38	PINTEREST.COM	30,173
14	eBay	71,540		39	NETFLIX.COM	30,113
15	Comcast NBCUniversal	70,993		40	TUMBLR.COM*	29,964
16	Viacom Digital	69,715		41	Scripps Networks Interactive Inc.	29,451
17	The Weather Company	56,862		42	Everyday Health	29,366
18	VEVO	50,045		43	NetShelter Technology Media	28,618
19	Gannett Sites	49,991		44	CraveOnline (Evolve Media Corp.)	28,187
20	Answers.com Sites	48,983		45	Disney Online	28,161
21	craigslist, inc.	47,589		46	Dictionary.com Network	27,082
22	LinkedIn	46,397		47	Conde Nast Digital	27,072
23	Federated Media Publishing	44,427		48	Internet Brands, Inc.	26,503
24	Hearst Corporation	43,138		49	Time Warner (Excl. Turner/WB)	25,999
25	Wal-Mart	40,439		50	The Washington Post Company	25,794

Table 4

comScore Ad Focus Rankings (U.S.) January 2013 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>	222,108	100.0		<i>Total Internet : Total Audience</i>	222,108	100.0
1	ShareThis	211,225	95.1	1	Google Ad Network**	208,411	93.8
2	Yahoo! Sites	186,599	84.0	2	Specific Media**	202,316	91.1
3	Google	184,670	83.1	3	Federated Media Publisher Network**	191,832	86.4
4	Outbrain	177,988	80.1	4	AOL Advertising**	187,539	84.4
5	FACEBOOK.COM	145,580	65.5	5	AT&T AdWorks**	185,210	83.4
6	YOUTUBE.COM*	124,020	55.8	6	Genome from Yahoo!**	181,170	81.6
7	MSN	121,339	54.6	7	ValueClick Networks**	175,984	79.2
8	AOL, Inc.	111,264	50.1	8	Vibrant Media**	175,152	78.9
9	Glam Media	110,195	49.6	9	Real Media Group - 24/7 Access**	173,939	78.3
10	Ask Network	107,774	48.5	10	Casale Media - MediaNet**	173,646	78.2
11	AMAZON.COM*	97,088	43.7	11	Microsoft Media Network US**	167,263	75.3
12	Bing	80,146	36.1	12	Tribal Fusion**	163,317	73.5
13	Demand Media	76,813	34.6	13	PulsePoint**	159,995	72.0
14	Meebo	73,549	33.1	14	Collective Display**	159,777	71.9
15	Windows Live	66,039	29.7	15	RadiumOne**	158,148	71.2
16	5min Media Platform	58,370	26.3	16	Burst Media**	155,387	70.0
17	Weather Channel, The	50,127	22.6	17	Cox Digital Solutions - Network**	149,035	67.1
18	Gannett Sites	49,991	22.5	18	Technorati Media**	127,017	57.2
19	Answers.com Sites	48,983	22.1	19	AudienceScience**	126,255	56.8
20	Linkedin	46,397	20.9	20	AdBlade Network**	120,671	54.3
21	MTV Music Group	46,073	20.7				
22	APPLE.COM	45,761	20.6				
					Top DSP/SSP/Ad Exchange Entities		
23	Federated Media Publishing	44,427	20.0	1	Rubicon Project REVV Platform**	215,840	97.2
24	RockYou	43,004	19.4	2	Fulcrum5**	171,818	77.4
25	IMDb	42,895	19.3				
26	CNN	42,122	19.0				
27	TWITTER.COM	39,601	17.8				
28	YELP.COM	38,502	17.3				
29	CBS News	38,170	17.2				
30	ESPN	38,145	17.2				

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in January. For instance, Yahoo! Sites was seen by 84 percent of the 222 million Internet users in January.

* 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 digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.