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

Americans Scoop Up Tickets for Summer Concerts and Sporting Events

Early Back-to-School Shoppers Flock to Consumer Goods and Apparel Sites

RESTON, VA, August 19, 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 July 2011 based on data from the comScore Media Metrix service. Ticket sites were popular in July as Americans looked for summer entertainment at concerts and sporting events, while back-to-school shopping created a flurry of activity at Consumer Goods and Apparel sites.

"Ticket sites were popular in July as Americans looked to make the most out of their summer at concerts, sports and other events," said Jeff Hackett, executive vice president of comScore Media Metrix. "Many parents took advantage of early back-to-school promotions at Consumer Goods and Apparel sites, which experienced a significant spike in traffic."

Ticket Sites Rise to the Top in July

Ticket sites were among the fastest growing on the Web in July, with nearly 26 million people browsing for summer concerts, events and entertainment, marking a 23-percent increase versus June. Ticketmaster ranked first with 10.9 million visitors (up 13 percent), followed by MovieTickets.com with 5.6 million (up 34 percent). Tickets.com Sites grew to the third position with 3.6 million, while StubHub.com followed with 3.4 million (up 9 percent) and eBay Tickets U.S. rounded out the top five with 843,000 visitors (up 31 percent).

Consumer Goods & Apparel Retailers Tout Early Back-to-School Savings

The back-to-school shopping season got an early jump in July as some parents got a head start on buying school supplies. Traffic to Consumer Goods sites increased 13 percent to reach 25.6 million people. Staples.com Sites took the top spot in the category with 7.3 million visitors (up 30 percent), followed by Office Depot with 4 million (up 21 percent), QVC Sites with 3.6 million (up 5 percent) and OfficeMax with 2.5 million (up 32 percent).

Apparel sites also drew early back-to-school shoppers as the category grew 8 percent to 66 million visitors. Zappos Sites ranked #1 in the category with 8.4 million visitors (up 54 percent), followed by Limitedbrands with 6.4 million, Nordstrom.com with 4.9 million (up 44 percent), Nike with 4.8 million, and OldNavy.com with 4.8 million (up 4 percent). Other top apparel retailers in July included Forever 21, Inc. (3.6 million), Abercrombie & Fitch Co. (3.4 million), American Eagle Outfitters (3.1 million) and Gap online (2.6 million).

Americans Browse Summer and Back-to-School Fashion Trends

Beauty/Fashion/Styles sites ranked as the second top-gaining category in July as summer fashions were revealed, and some even looked ahead at the upcoming fall season. The category grew 17 percent to 62.6 million visitors, with Stylelist Sites taking the top spot with 10.8 million (up 12 percent). Glam Style followed in second with 9.5 million visitors (up 46 percent), while Glo attracted 5 million (up 24 percent) and PopSugar Fashion Beauty & Shopping attracted 4.6 million (up 13 percent). Total Beauty Media came in fifth with 4.4 million visitors, while Hearst Beauty & Fashion Network saw 3.9 million (up 15 percent).

Top 50 Properties

Google Sites ranked as the #1 property in July with 182.3 million visitors, followed by Yahoo! Sites with 177.6 million and Microsoft Sites with 174.3 million. Ask Network jumped 1 position to rank #8 with 84.9 million visitors, while AT&T Interactive Network jumped 7 positions to #26 (38.4 million visitors). Fox News Digital appeared in the top 50 ranking at #46 with 26.1 million visitors.

Top 50 Ad Focus Ranking

Google Ad Network led the July Ad Focus ranking with a reach of 93.3 percent of Americans online, followed by Yahoo! Network Plus (87.5 percent), AOL Advertising (87.2 percent), Yahoo! Sites (82.6 percent) and ValueClick Networks (82.0 percent).

Table 1

comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.)
July 2011 vs. June 2011
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)			
	Jun-11	**Jul-11**	**% Change**	**Rank by Unique Visitors**
Total Internet : Total Audience	*214,474*	*215,054*	*0*	*N/A*
NFL Internet Group	6,144	11,203	82	140
Staples.com Sites	5,636	7,333	30	211
Infospace Network	8,288	10,682	29	148
Procter & Gamble	5,301	6,618	25	231
Toysrus Sites	5,854	7,230	23	214
AccuWeather Sites	7,050	8,693	23	181
Hollywood.com Sites	6,952	8,516	23	187
Barnes & Noble	6,795	8,188	21	191
Sun Microsystems, Inc.	6,196	7,434	20	209
Dell	8,293	9,946	20	155

*Ranking based on the top 250 properties in July 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.)
July 2011 vs. June 2011
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Jun-11	**Jul-11**	**% Change**
Total Internet : Total Audience	*214,474*	*215,054*	*0*
Retail – Tickets	21,178	25,965	23
Community – Beauty/Fashion/Style	53,536	62,589	17
Retail – Toys	15,737	18,098	15
Retail – Consumer Goods	22,656	25,575	13
Community – Personals	24,406	27,224	12
Auctions	70,566	76,954	9
Retail – Apparel	60,955	65,984	8
Gambling	30,587	32,845	7
Business/Finance – Taxes	4,665	4,998	7
Business/Finance – Personal Finance	58,615	62,767	7

Table 3

comScore Top 50 Properties (U.S.)
July 2011
Total U.S. – Home, Work and University Locations
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	*215,054*				
1	Google Sites	182,260		26	AT&T Interactive Network	38,399
2	Yahoo! Sites	177,649		27	NetShelter Technology Media	38,004
3	Microsoft Sites	174,332		28	Technorati Media	36,676
4	Facebook.com	162,078		29	ESPN	35,646
5	AOL, Inc.	105,394		30	Answers.com Sites	35,373
6	Amazon Sites	97,105		31	Adobe Sites	34,712
7	Turner Digital	91,188		32	Tribune Interactive	34,018
8	Ask Network	84,878		33	Yelp.com	33,345
9	Glam Media	81,598		34	Twitter.com	32,758
10	Viacom Digital	79,305		35	Superpages.com Network	32,701
11	Wikimedia Foundation Sites	75,788		36	LinkedIn.com	32,530
12	Apple Inc.	75,030		37	Disney Online	32,501
13	eBay	72,651		38	Expedia Inc	30,202
14	CBS Interactive	72,015		39	Netflix.com	29,638
15	VEVO	67,747		40	iVillage.com: The Womens Network	29,197
16	New York Times Digital	64,932		41	Everyday Health	28,847
17	Weather Channel, The	59,757		42	Break Media	27,508
18	Demand Media	56,984		43	WebMD Health	26,953
19	craigslist, inc.	54,754		44	WeatherBug Property	26,574
20	Comcast Corporation	51,509		45	Target Corporation	26,515
21	Fox Interactive Media	46,649		46	Fox News Digital	26,107
22	WordPress	44,439		47	Verizon Communications Corporation	26,044
23	Federated Media Publishing	41,495		48	Bank of America	25,254
24	Gannett Sites	40,907		49	NBC Universal	24,963
25	Wal-Mart	38,717		50	IGN Entertainment	24,499

Table 4

comScore Ad Focus Ranking (U.S.)
July 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
	Total Internet : Total Audience	*215,054*	*100.0*					
1	Google Ad Network**	200,625	93.3		26	ContextWeb**	121,538	56.5
2	Yahoo! Network Plus**	188,165	87.5		27	CPX Interactive**	117,091	54.4
3	AOL Advertising**	187,565	87.2		28	Undertone**	113,200	52.6
4	Yahoo! Sites	177,649	82.6		29	AOL, Inc.	105,394	49.0
5	ValueClick Networks**	176,352	82.0		30	AdBlade Network**	99,779	46.4
6	24/7 Real Media Global Web Alliance**	174,514	81.1		31	Bing	99,231	46.1
7	Google	173,385	80.6		32	Kontera**	87,582	40.7
8	Tribal Fusion**	166,949	77.6		33	Ask Network	84,878	39.5
9	ShareThis	164,648	76.6		34	Meebo	83,998	39.1
10	AdBrite**	163,696	76.1		35	Glam Media	81,598	37.9
11	Collective Display**	163,169	75.9		36	Windows Live	79,536	37.0
12	FACEBOOK.COM	162,078	75.4		37	Monster Career Ad Network (CAN)**	74,044	34.4
13	Specific Media**	161,644	75.2		38	Goodway Group**	73,075	34.0
14	Burst Media**	151,803	70.6		39	Lotame Solutions**	72,400	33.7
15	Casale Media - MediaNet**	150,448	70.0		40	AMAZON.COM	70,246	32.7
16	Cox Digital Solutions - Network**	146,977	68.3		41	MediaWhiz**	67,424	31.4
17	Traffic Marketplace**	146,514	68.1		42	Technorati Media**	64,649	30.1
18	AudienceScience**	145,672	67.7		43	Brand.net Network**	64,210	29.9
19	interclick**	145,608	67.7		44	Weather Channel, The	59,757	27.8
20	FOX Audience Network**	141,935	66.0		45	MTV Networks Music	57,771	26.9
21	Microsoft Media Network US**	137,942	64.1		46	Demand Media	56,984	26.5
22	Vibrant Media**	132,353	61.5		47	Dedicated Media**	50,966	23.7
23	Adconion Media Group**	130,117	60.5		48	Redux Media Network**	49,668	23.1
24	YOUTUBE.COM*	125,087	58.2		49	CNN	48,671	22.6
25	MSN	123,855	57.6		50	RMM (formerly Red McCombs Media)**	46,275	21.5

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 82.6 percent of the 215 million Internet users in July.
* 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.