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Press Release

comScore Announces New "Visits" Metric For Measuring User Engagement

comScore Media Metrix Releases February Top 50 Web Rankings and Analysis

Valentine's Day-Driven Increases Seen at Flowers, Gifts and Greetings Sites; Entertainment News Sites Benefit from Oscars Interest

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RESTON, VA, March 14, 2007 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for February 2007 and introduced a new suite of metrics based on site "visits." The "visits" metric, defined as the number of times a unique person accesses content within a Web entity with breaks between access of at least 30 minutes, is a way of measuring the frequency with which a person views content, thereby illustrating a key component of user engagement. Included among the new suite of metrics are: total visits, average minutes per visit, average visits per visitor, and average visits per usage day.

"As technologies like AJAX change the Internet landscape, certain measures of engagement, such as page views, are diminishing in significance for many Web properties," said Jack Flanagan, executive vice president of comScore Media Metrix. "The introduction of these new metrics based on 'visits' provides an alternative for measuring user engagement that tells us how frequently visitors are actually returning to the site to view more content."

'Visits' an Effective Gauge of Frequency

While each of the "visits" metrics offers a different measure of frequency, the "average visits per visitor" is the most illustrative of return visits per unique individual during the course of a month. Used in concert with the "unique visitors" metric, this measure can help give a more comprehensive view of a site's performance.

In February, Yahoo! Sites ranked as the top Web property by both unique visitors (128.6 million) and average visits per visitor (28.6). Despite the congruence between Yahoo! Sites' rankings, the remaining portions of the top ten rankings show some marked differences between the two metrics:

- Facebook.com, the 36th most-visited site with 16.7 million unique visitors in February, proved to be one of the most engaging sites, ranking second with 23.6 average visits per visitor during the month.
- Microsoft Sites, which ranked behind Time Warner Network and Google Sites in terms of visitors, eclipsed both competitors by ranking third with 21.8 average visits per visitor.
- Weatherbug, the 48th most-visited property, was the fifth-most engaging property (as measured by average visits per visitor); Comcast Corporation, the 33rd most-visited property, was the eighth most-engaging property; EA Online, the 60th most-visited property, was the ninth most-engaging property; and Earthlink, the 66th most visited property, was the tenth most-engaging property.

TABLES 1 & 2

Top 10 Properties by Unique Visitors (000) February 2007 Total U.S.-- Home, Work and University Locations Source: comScore Media Metrix		
Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	<i>175,653</i>
1	Yahoo! Sites	128,559
2	Time Warner Network	117,942
3	Google Sites	114,694
4	Microsoft Sites	114,155

Top 10 Properties by Average Visits per Visitor February 2007 Total U.S.-- Home, Work and University Locations Source: comScore Media Metrix		
Rank	Property	Average Visits/Visitor
	<i>Total Internet Visits</i>	<i>64.2</i>
1	Yahoo! Sites	28.6
2	Facebook.com	23.6
3	Microsoft Sites	21.8
4	Time Warner Network	19.4

5	eBay	79,559
6	Fox Interactive Media	77,969
7	Amazon Sites	48,905
8	Ask Network	48,722
9	Wikipedia Sites	43,656
10	New York Times Digital	39,769

5	Weatherbug Property	17.7
6	Google Sites	17.7
7	Fox Interactive Media	16.9
8	Comcast Corporation	16.9
9	EA Online	13.6
10	Earthlink	12.1

Will You Be My Valentine?

Interest in the Valentine's Day holiday made Flowers/Gifts/Greetings the top gaining category in terms of visitors in February (up 28 percent overall). The AmericanGreetings Property led the category with 11.2 million visitors (up 37 percent), followed by Hallmark with 8.6 million visitors (up 54 percent) and FTD.com (the biggest overall gainer) with 3.7 million visitors (up 217 percent). In addition, 1-800-Flowers, the second-biggest gainer overall for the month, jumped 106 percent to 3.5 million visitors; and 123Greetings.com, the fifth-biggest gainer overall, increased 77 percent to 6.2 million visitors.

The Jewelry/Luxury Goods/Accessories category also benefited from the "Season of Love," growing 10 percent versus January. Leading the category was RedEnvelope.com with 2.1 million visitors (up 12 percent), Coach.com with 2 million visitors, and Tiffany & Co. with 1.4 million visitors (up 50 percent).

For Your Consideration – the World Wide Web

Visitation to Entertainment-News sites spiked in February due to heavy interest in the annual Academy Awards and the untimely death of model and celebrity Anna Nicole Smith. Leading the category was TMZ with 8.4 million visitors (up 35 percent), People with 5.5 million visitors (up 42 percent) and TVGuide Online with 4.2 million visitors (up 3 percent). Other notable gainers included AccessHollywood.com with 1.3 million visitors (up 133 percent), ET Online with 1 million visitors (up 100 percent), Alloy with 5.2 million visitors (up 77 percent) and BBC News-Entertainment with 1.1 million visitors (up 51 percent).

Taxes and Travel Categories Continue to Grow

Visitation to tax sites continued to increase in February, growing 22 percent overall versus January. Leading the category was IRS.gov with 17.3 million visitors (up 30 percent), TaxACT with 6.4 million visitors (up 56 percent) and H&R Block: Taxes with 4 million visitors (up 1 percent). In addition, traffic to Intuit.com, developer of finance software packages such as TurboTax, Quicken and QuickBooks, increased 16 percent to 12.3 million visitors.

Travel sites also proved popular in February as consumers planned their spring vacations. Traffic to the Ground/Cruise travel category increased 11 percent to 11.3 million visitors overall, driven in part by the 43-percent increase to Carnival Cruise Lines (2.4 million visitors), the 74-percent increase to Princess.com (1.1 million visitors), the 123-percent increase to HollandAmerica (737,000 visitors), and the 230-percent increase to BestPriceCruises.com (388,000 visitors).

Top 50 Properties

In February, Yahoo! Sites remained at the number one position, attracting more than 128 million unique visitors, while Google Sites moved up one spot to number three with nearly 115 million unique visitors. Gorilla Nation enjoyed a nine spot jump to number 15, increasing 23 percent from January. With the onset of tax season, IRS.gov entered the Top 50 Properties ranking in February at number 32, drawing more than 17 million unique visitors.

Top 50 Ad Focus

February saw Advertising.com retain the number one position, again reaching 85 percent of the U.S. online population. Within the top ten, Casale Media Network gained another spot in the ranking, moving up to number 4, and reaching more than 113 million Americans online. Precision Click, Undertone Networks, and CNN each gained three spots, claiming positions 16, 34, and 37, respectively. Finally, Specific Media enjoyed a strong debut in the Ad-Focus ranking at number 12, reaching nearly 91 million Americans online.

TABLE 3

Top 10 Gaining Properties by Percentage Change in Unique Visitors* February 2007 vs. January 2007 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix				
Property	Jan-07 (000)	Feb-07 (000)	Percentage Change	Rank by Unique Visitors
Total Internet Population	175,559	175,653	0%	N/A
FTD.COM	1,163	3,681	217%	239
1-800-Flowers	1,679	3,460	106%	249
NASCAR.COM	2,418	4,679	93%	194
Alloy	2,920	5,169	77%	170

123GREETINGS.COM	3,500	6,189	77%	146
TaxACT	4,057	6,348	56%	141
Hallmark	5,601	8,608	54%	99
WEBKINZ.COM	2,858	4,380	53%	203
PureVideo Network	3,252	4,725	45%	193
BUY.COM	2,730	3,965	45%	222

**Ranking based on the top 250 properties in February 2007.*

TABLE 4

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Top 10 Gaining Categories by Unique Visitors
February 2007 vs. January 2007
Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix

	Jan-07 (000)	Feb-07 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	175,559	175,653	0%
Flowers/Gifts/Greetings	29,353	37,431	28%
Taxes	22,420	27,257	22%
Ground/Cruise	10,203	11,336	11%
Jewelry/Luxury Goods/Accessories	15,908	17,494	10%
Discussion/Chat	46,758	51,314	10%
Computer Software	30,216	32,506	8%
Entertainment - News	35,484	38,081	7%
Automotive-Manufacturer	23,165	24,610	6%
Genealogy	8,077	8,529	6%
Weather	61,465	64,765	5%

TABLE 5

Top 50 Properties
February 2007
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	175,653			
1	Yahoo! Sites	128,559	26	Bank of America	21,695
2	Time Warner Network	117,942	27	Verizon Communications Corporation	21,265
3	Google Sites	114,694	28	CareerBuilder LLC	20,834
4	Microsoft Sites	114,155	29	Travelport	19,160
5	eBay	79,559	30	Gannett Sites	18,619
6	Fox Interactive Media	77,969	31	Real.com Network	18,032
7	Amazon Sites	48,905	32	IRS.GOV	17,319
8	Ask Network	48,722	33	Comcast Corporation	16,986
9	Wikipedia Sites	43,656	34	Photobucket.com LLC	16,751
10	New York Times Digital	39,769	35	Shopzilla.com Sites	16,744
11	Viacom Digital	39,128	36	FACEBOOK.COM	16,737
12	Weather Channel, The	37,374	37	WebMD Health	16,466
13	Apple Computer, Inc.	36,767	38	E.W. Scripps	16,346
14	CNET Networks	29,881	39	Yellowpages.com Network	16,274
15	Gorilla Nation	29,098	40	CRAIGSLIST.ORG	15,991
16	AT&T, Inc.	27,391	41	Cox Enterprises Inc.	15,709
17	Adobe Sites	26,035	42	Ticketmaster	15,666
18	Wal-Mart	25,125	43	WhitePages	15,314
19	Expedia Inc	25,060	44	Idearc Media	15,236
20	United Online, Inc	24,773	45	ESPN	15,207
21	CBS Corporation	23,045	46	NBC Universal	15,189
22	Target Corporation	23,038	47	iVillage.com: The Womens Network	15,149
23	Monster Worldwide	22,794	48	Weatherbug Property	15,025
24	Lycos, Inc.	22,341	49	JPMorgan Chase Property	14,901
25	Disney Online	21,959	50	Best Buy Sites	14,085

TABLE 6

Ad Focus Ranking
February 2007
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	175,653	100%				
1	Advertising.com**	149,094	85%	26	ContextWeb**	44,903	26%

2	ValueClick**	128,754	73%	27	AdDynamix.com**	44,685	25%
3	Yahoo!	126,484	72%	28	EBAY.COM Home Page	44,583	25%
4	Casale Media Network**	113,193	64%	29	CPX Interactive**	43,443	25%
5	Tribal Fusion**	111,285	63%	30	Vibrant Media**	41,413	24%
6	AOL Media Network	108,939	62%	31	YOUTUBE.COM	34,413	20%
7	Google	107,977	61%	32	ABOUT.COM	34,273	20%
8	Vendare NetBlue - TrafficMarketplace**	103,909	59%	33	Interclick**	32,355	18%
9	MSN-Windows Live	96,658	55%	34	Undertone Networks**	28,224	16%
10	Blue Lithium**	92,011	52%	35	WEATHER.COM	27,829	16%
11	DRIVEpm**	91,925	52%	36	Business.com Network	24,665	14%
12	Specific Media**	90,851	52%	37	CNN	22,915	13%
13	24/7 Real Media**	89,750	51%	38	Lycos Network	22,192	13%
14	AOL	88,867	51%	39	Disney Online	21,959	13%
15	YAHOO.COM Home Page	85,892	49%	40	CareerBuilder Network	21,577	12%
16	PrecisionClick**	75,983	43%	41	The WebMD Health Network	19,012	11%
17	Tremor Media	74,944	43%	42	IMDB.COM	18,980	11%
18	EuroClick**	73,620	42%	43	EXPEDIA.COM*	17,745	10%
19	EBAY.COM	71,027	40%	44	Local Media Network	16,866	10%
20	Burst Media**	70,262	40%	45	FACEBOOK.COM	16,737	10%
21	AdBrite**	65,646	37%	46	WEATHER.COM Home Page	16,728	10%
22	MYSFACE.COM	64,443	37%	47	PHOTOBUCKET.COM	15,883	9%
23	Gorilla Nation Media	61,091	35%	48	WhitePages Network	15,289	9%
24	MSN.COM Home Page	51,222	29%	49	SuperPages.com Network	15,225	9%
25	Ask Network	48,722	28%	50	ESPN	15,207	9%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in February. For instance, Yahoo! was seen by 72 percent of the more than 175 million Internet users in February.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long used by financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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Press Release

New Year's Resolutions Reflected in January U.S. Web Traffic

comScore Media Metrix Releases January Top 50 Web Rankings and Analysis; Increases Seen at Tax, Travel, Real Estate, Job Search, Political, and Computer Software Sites

RESTON, VA, February 15, 2007 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for January 2007. In keeping with annual trends, January saw significant increases in visitation to tax, travel, careers and real estate sites. Heightened interest in tax software and Microsoft's Vista operating system boosted traffic to the Computer Software category, while mounting speculation about 2008 Presidential candidates drove traffic to politically-oriented sites.

"As we've witnessed on an annual basis, consumers turned to the Web at the beginning of the year in a very utilitarian fashion, with an eye toward planning," said Jack Flanagan, executive vice president of comScore Media Metrix. "Traffic to Tax sites continued to grow versus December, and Travel sites also saw increases as Americans explored ways to escape the winter doldrums. Politics also captured consumers' attention, as politicians turned to the Web as their primary vehicle to announce their candidacies for the first time. In addition, Americans took keen interest in potential career changes and housing moves in January."

Americans Get a Head Start on Taxes

January marked the official start of the annual tax season in the U.S., and Americans hit the Web in force in preparation of filing their 2006 tax returns, driving the Tax category to the top-gaining category for the month, virtually tripling its December traffic totals. Led by IRS.gov, which had 13.3 million visitors (a 205-percent increase versus December to make it the top gaining property for the month), the category saw a 199-percent increase to 22.4 million visitors.

Computer Software Category Continues Upward Climb

Even as other retail-oriented categories returned to previous visitation levels after the holiday season, the Computer Software category bucked the trend with a 20-percent surge in January. Intuit, developer of finance software packages such as TurboTax, Quicken, and QuickBooks, grew 189-percent with 11.5 million unique visitors to make it the second-largest gaining site overall. The highly anticipated rollout of Microsoft Vista also drove category traffic, with sites such as Buy.com, Symantec Store, PCSecurityShield.com, Microsoft Product Info, and Trendmicro.com all finishing within the category's top ten.

Americans Looking to Escape Winter Doldrums

Americans looking to escape frigid conditions around the country and take advantage of post-holiday vacation deals swarmed to travel-related sites in January. The Hotels/Resorts category experienced a 29-percent boost in visitation, led by Walt Disney Parks & Resorts Online with 6 million visitors (a 44-percent increase versus December) and Hotels.com with 5.2 million visitors (up 52 percent). Visitation to Travelocity grew 55 percent to 11.8 million visitors, making it the fourth-biggest gainer in January. Expedia led the Online Travel Agents category with 25.4 million visitors, up 31 percent versus December.

New Year's Resolution: Get a New Job

Many Americans resolved to reassess their career situations, as 31 percent of American Internet users visited a Career Services site in January. Leading the category was CareerBuilder LLC with 21.1 million visitors (up 51 percent), followed by Monster with 15.7 million visitors (up 23 percent), and Yahoo! HotJobs with 10.7 million visitors (up 68 percent). Training and Education sites increased 26 percent to 9.9 million visitors in January, led by the College Board Property with 2.5 million visitors (up 44 percent) and Fastweb with 1.7 million visitors (up 17 percent).

Real Estate Category Shows Seasonal Growth

January also represented a month of real estate exploration on the Web, as visitation to the category increased 28 percent versus December, reflecting seasonal increases after the New Year. Move Network led the category with 8.5 million visitors, up 44 percent versus December, followed by Yahoo! Real Estate, which increased 63 percent to 4 million visitors, and Homegain.com, which increased 50 percent to 3.9 million visitors.

Politics Captured Americans' Attention as 2008 Presidential Campaigns Kick Into Gear

Mounting speculation surrounding key players in the 2008 presidential elections fueled a 25-percent increase to political sites in January. Leading the category was Capitol Advantage, which grew 74 percent to 1.1 million visitors, followed by WorldNetDaily (up 54 percent to 478,000 visitors), and Moveon.org (up 23 percent to 430,000 visitors). In addition, strong media coverage of the 2008 presidential hopefuls drove traffic to their respective campaign Web sites. Specifically, the

presumptive frontrunners for the democratic presidential nomination saw their official campaign sites finish among the category's top 15, led by Hillary Clinton with 313,000 unique visitors, followed by Barack Obama (297,000 unique visitors), and John Edwards (202,000 unique visitors).

Top 50 Properties

January saw the top eight properties remain unchanged from December, with Yahoo! Sites capturing the number one position, drawing just over 129 million unique visitors (see Table 3). Wikipedia Sites jumped four spots to enter the top ten at number nine, attracting nearly 43 million unique visitors. The New York Times Digital gained two spots to claim the number ten spot with 40.1 million unique visitors. Other big movers included AT&T, Inc., which grabbed the number 15 position (rising from number 22 in December) and Expedia Inc. which jumped 13 spots to number 18 and increased unique visitors by more than 30 percent.

Top 50 Ad Focus

In January, Advertising.com retained the number one position for the 33rd consecutive month, reaching 85 percent of the U.S. online population. Casale Media Network and MSN-Windows Live each gained one position to claim the number five and nine spots, respectively. Also within the top ten, Google moved up two positions to number seven, reaching 61 percent of Americans online. Additionally, Euroclick jumped five spots to number 17, reaching 43 percent of the U.S. online population, while ContextWeb enjoyed an increase of four spots up to number 24, reaching 30 percent.

TABLE 1

Top 10 Gaining Properties by Percentage Change in Unique Visitors* January 2007 vs. December 2006 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix				
Property	Dec-06 (000)	Jan-07 (000)	Percentage Change	Rank by Unique Visitors
Total Internet Population	174,199	175,559	1%	N/A
IRS.GOV	4,372	13,333	205	208
Intuit	3,969	11,464	189	227
ED.GOV	3,790	7,105	87	236
Travelocity	7,600	11,799	55	114
CareerBuilder LLC	13,919	21,077	51	55
Move Network	5,916	8,527	44	154
Classified Ventures	7,516	10,331	37	116
Dominion Enterprises	5,127	6,940	35	178
Belo	3,598	4,814	34	249
CA.GOV	5,128	6,849	34	177

*Ranking based on the top 250 properties in January 2007.

TABLE 2

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**Top 10 Gaining Categories by Unique Visitors
January 2007 vs. December 2006
Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix**

	Dec-06 (000)	Jan-07 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	174,199	175,559	1%
Taxes	7,505	22,420	199
Hotels/Resorts	25,248	32,659	29
Real Estate	31,226	39,845	28
Training and Education	7,865	9,888	26
Politics	6,192	7,733	25
Job Search	11,796	14,534	23
Career Services and Development	44,715	54,131	21
Gay/Lesbian	1,843	2,231	21
Computer Software	25,260	30,216	20
Online Travel Agents	40,699	47,841	18

TABLE 3

**Top 50 Properties
January 2007
Total U.S. Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	175,559			
1	Yahoo! Sites	129,153	26	Verizon Communications Corporation	22,648
2	Time Warner Network	117,229	27	CBS Corporation	22,587
3	Microsoft Sites	114,936	28	CareerBuilder LLC	21,077
4	Google Sites	113,434	29	Shopzilla.com Sites	19,801
5	eBay	80,681	30	Travelport	19,720
6	Fox Interactive Media	74,831	31	FACEBOOK.COM	18,961
7	Amazon Sites	50,886	32	Gannett Sites	18,671
8	Ask Network	49,103	33	Real.com Network	18,532
9	Wikipedia Sites	42,880	34	Comcast Corporation	17,698
10	New York Times Digital	40,137	35	Photobucket.com LLC	17,620
11	Apple Computer, Inc.	38,634	36	E.W. Scripps	17,579
12	Viacom Digital	37,303	37	WebMD Health	17,076
13	Weather Channel, The	35,433	38	Idearc Media	16,884
14	CNET Networks	30,764	39	WhitePages	16,636
15	AT&T, Inc.	28,627	40	Cox Enterprises Inc.	16,245
16	Wal-Mart	27,031	41	ESPN	16,209
17	Adobe Sites	26,267	42	Yellowpages.com Network	16,148
18	Expedia Inc	25,377	43	iVillage.com: The Womens Network	15,529
19	Disney Online	25,005	44	CRAIGSLIST.ORG	15,251
20	Monster Worldwide	24,976	45	NFL Internet Group	15,089
21	United Online, Inc	24,461	46	Best Buy Sites	15,039
22	Lycos, Inc.	24,178	47	NBC Universal	14,959
23	Target Corporation	24,015	48	UPS Sites	14,787
24	Gorilla Nation	23,708	49	Weatherbug Property	14,696
25	Bank of America	23,130	50	JPMorgan Chase Property	14,636

TABLE 4

**Ad Focus Ranking January 2007
Total U.S. Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	175,559	100%				

1	Advertising.com**	148,439	85%	26	Ask Network	49,103	28%
2	ValueClick**	129,665	74%	27	EBAY.COM Home Page	45,126	26%
3	Yahoo!	127,460	73%	28	CPX Interactive**	43,207	25%
4	Tribal Fusion**	115,944	66%	29	Vibrant Media**	41,377	24%
5	Casale Media Network**	109,865	63%	30	ABOUT.COM	35,050	20%
6	AOL Media Network	108,466	62%	31	Interclick**	34,732	20%
7	Google	107,105	61%	32	YOUTUBE.COM	30,358	17%
8	Vendare NetBlue - TrafficMarketplace**	101,076	58%	33	Business.com Network	26,656	15%
9	MSN-Windows Live	97,449	56%	34	WEATHER.COM	25,636	15%
10	Blue Lithium**	94,858	54%	35	Disney Online	25,005	14%
11	24/7 Real Media**	90,469	52%	36	Lycos Network	24,026	14%
12	AOL	88,738	51%	37	Undertone Networks**	22,286	13%
13	DRIVEpm**	88,157	50%	38	CareerBuilder Network	21,954	13%
14	YAHOO.COM Home Page	86,976	50%	39	IMDB.COM	21,272	12%
15	Burst Media**	77,036	44%	40	CNN	21,246	12%
16	Tremor Media	75,294	43%	41	The WebMD Health Network	20,196	12%
17	EuroClick**	75,134	43%	42	FACEBOOK.COM	18,961	11%
18	EBAY.COM	72,817	41%	43	EXPEDIA.COM*	17,822	10%
19	PrecisionClick**	70,131	40%	44	SuperPages	16,884	10%
20	AdBrite**	66,942	38%	45	PHOTOBUCKET.COM	16,772	10%
21	MYSFACE.COM	61,524	35%	46	WhitePages Network	16,568	9%
22	AdDynamix.com**	59,420	34%	47	ESPN	16,209	9%
23	Gorilla Nation Media	58,955	34%	48	iVillage.com: The Womens Network	15,529	9%
24	ContextWeb**	52,914	30%	49	Travelocity All	15,457	9%
25	MSN.COM Home Page	50,112	29%	50	WHITEPAGES.COM	15,457	9%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in January. For instance, Yahoo! was seen by 73 percent of the more than 175 million Internet users in January.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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Press Release

Holiday Fever Drives Traffic to Shopping Sites in December

comScore Media Metrix Releases December Top 50 Web Rankings and Analysis;

Increases Seen at Tax, Luxury Goods, Postage and E-Card Sites

RESTON, VA, January 16, 2007 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for December 2006. The month was dominated by pre-holiday shopping as nine of the top 10 gaining categories during the month were retail-oriented, led by luxury goods, postage, and e-cards. Overall non-travel (retail) e-commerce spending increased 26 percent this holiday season versus 2005 to a record-setting \$24.6 billion. Amid the holiday frenzy, Americans also began to focus on tax planning, as evidenced by a 17-percent increase in visitation to the Tax category versus November. The Tax category rose to 7.5 million visitors, led by IRS.gov with 4.4 million visitors (up 25 percent).

"Consumers gave e-tailers reason to celebrate during December, with huge increases in e-commerce spending and visitation," said Jack Flanagan, executive vice president of comScore Media Metrix. "Experiencing 26 percent growth, e-commerce was certainly retail's bright spot this holiday season."

Shopping, Shopping and More Shopping

Jewelry/Luxury Goods/Accessories was the top gaining category in December (see Table 2), growing 21-percent for the second consecutive month to 21.9 million visitors. Redenvolope.com led the category with 2.9 million visitors (up 19 percent), followed by Coach.com with 2.9 million visitors (up 25 percent), and Zales.com with 2 million visitors (up 45 percent). The biggest gainer in the category was Fossil.com, which rose 56-percent to 663,000 visitors.

Other top gaining retail categories included:

- Shipping, up 19 percent overall to 34.6 million visitors. UPS Sites led the category with 17.4 million visitors (up 26 percent), followed by USPS.com with 15.9 million visitors (up 21 percent), and Fedex.com with 11.3 million visitors (up 15 percent).
- E-cards, up 15 percent overall to 45.1 million visitors. AmericanGreetings Property led the E-card category with 12 million visitors, followed by Hallmark.com with 8.1 million visitors (up 24 percent) and Evite.com with 7.3 million visitors (up 4 percent). 123Greetings.com was the Web's second fastest gaining site overall, rising 82-percent to 7.1 million visitors (see Table 1).
- Sports/Outdoor, up 15 percent overall to 32.6 million visitors. Foot Locker Sites led the category with 4.7 million visitors (up 30 percent), followed by eBay Sports U.S. with 4.3 million visitors (up 7 percent), and Cabelas Inc. with 3.8 million visitors (up 4 percent). CBSSportsStore.com experienced the highest gains within the Sports/Outdoor category, increasing 71-percent to 576,000 visitors.
- Retail-Food, up 11 percent overall to 17.2 million visitors. Omahasteaks.com led the category in visitation and growth rate, with 2.1 million visitors (up 157 percent), followed by Papajohnsonline.com with 1.4 million visitors (up 33 percent), and Cooking.com with 1.2 million visitors.
- Retail-Movies, up 11 percent overall with 28.2 million visitors. Netflix.com led the category with 10.1 million visitors (up 2 percent), followed by Blockbuster Inc. with 6.4 million visitors (up 21 percent), and Columbia House Sites with 4.1 million visitors (up 7 percent). Flixster.com was the top gaining site in the Retail-Movies category, jumping 124-percent to 1 million visitors.
- Retail-Music, up 10 percent overall to 29 million visitors. Barnes & Noble led the category with 8.8 million visitors (up 34 percent), followed by BMG Music Service with 4.4 million visitors (up 1 percent), and CDUniverse.com with 3.1 million visitors (up 7 percent). Trans World Entertainment was the top gaining site in the category, up 71 percent to 1.1 million visitors.
- Computer Hardware, up 9 percent overall to 66 million visitors. Apple Computer, Inc. led the category with 39.4 million visitors (up 17 percent), followed by Hewlett Packard with 14 million visitors (up 7 percent), and Dell with 13 million visitors. 4Inkjets.com was the top gaining site in the Computer Hardware category, surging 247 percent to 1.2 million visitors.

- Apparel, up 8 percent overall to 61.9 million visitors. Limitedbrands led the category with 11.9 million visitors (up 26 percent), followed by OldNavy.com with 6.9 million visitors (up 13 percent), and Nordstrom.com with 5.9 million visitors (up 17 percent). Finishline.com was the fastest growing site in the category, rising 33 percent to 2.1 million visitors.

Top 50 Properties

In December, Yahoo! Sites retained its number one ranking with more than 131 million unique visitors, while Amazon Sites and Viacom Digital each moved up one spot to rank seventh and tenth, respectively. The holiday season saw Best Buy Sites jump nine spots, attracting more than 24 million unique visitors, and both UPS Sites and Toysrus Sites entered the Top 50, ranking 36th and 49th, respectively. Also entering the ranking this month were Yellowpages.com Network, drawing just over 16 million visitors, and JPMorgan Chase Property with just over 15 million visitors.

Top 50 Ad Focus

December saw Advertising.com retain its number one position in the Ad-Focus Ranking, reaching more than 149 million Americans online. AOL Media Network inched up a spot to rank fifth, connecting with 64 percent of the U.S. online population, while Blue Lithium moved up three positions to rank seventh. DRIVEpm and Facebook.com both enjoyed large increases, each gaining six spots in the ranking 15th and 38th, respectively. Finally, WhitePages Network, Photobucket.com, and ARTISTdirect Network all re-entered the Top 50 Ad Focus in December, ranking 43rd, 45th, and 49th, respectively.

TABLE 1

Top 10 Gaining Properties by Percentage Change in Unique Visitors*				
December 2006 vs. November 2006				
Total U.S. Home, Work and University Internet Users				
Source: comScore Media Metrix				
Property	Nov-06 (000)	Dec-06 (000)	Percentage Change	Rank by Unique Visitors
Total Internet Population	173,686	174,199	0%	N/A
RDA Digital Network	1,978	9,441	377%	94
123GREETINGS.COM	3,889	7,090	82%	137
Borders Group, Inc.	2,127	3,745	76%	248
OfficeMax	3,090	5,130	66%	184
Yellowpages.com Network	10,742	16,168	51%	45
Coca-Cola Company	2,630	3,937	50%	237
The Away Network	2,702	3,839	42%	244
LOCAL.COM	6,093	8,585	41%	110
Primedia Inc.	6,613	8,913	35%	104
Barnes & Noble	6,584	8,834	34%	106

*Ranking based on the top 250 properties in December 2006.

TABLE 2

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**Top 10 Gaining Categories by Unique Visitors
December 2006 vs. November 2006
Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix**

	Nov-06 (000)	Dec-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	173,686	174,199	0%
Jewelry/Luxury Goods/Accessories	18,134	21,903	21%
Shipping	29,125	34,640	19%
Taxes	6,403	7,505	17%
e-cards	39,317	45,132	15%
Sports/Outdoor	28,455	32,623	15%
Retail - Food	15,470	17,174	11%
Retail - Movies	25,421	28,173	11%
Retail - Music	26,316	28,975	10%
Computer Hardware	60,380	65,938	9%
Apparel	57,132	61,855	8%

TABLE 3

**Top 50 Properties
December 2006
Total U.S. – Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	174,199			
1	Yahoo! Sites	131,443	26	Shopzilla.com Sites	22,902
2	Time Warner Network	120,980	27	Bank of America	22,674
3	Microsoft Sites	116,506	28	Lycos, Inc.	22,598
4	Google Sites	112,845	29	Sears Sites	22,229
5	eBay	84,266	30	Real.com Network	20,663
6	Fox Interactive Media	73,273	31	Expedia Inc	19,429
7	Amazon Sites	56,766	32	FACEBOOK.COM	19,105
8	Ask Network	55,572	33	OVERSTOCK.COM	18,874
9	Wal-Mart	44,120	34	Comcast Corporation	18,716
10	Viacom Digital	40,042	35	Gannett Sites	18,167
11	Apple Computer, Inc.	39,416	36	UPS Sites	17,386
12	New York Times Digital	39,242	37	ESPN	17,095
13	Wikipedia Sites	38,585	38	Circuit City Stores, Inc.	16,960
14	Verizon Communications Corp.	34,481	39	JCPenney Sites	16,933
15	Target Corporation	34,325	40	Photobucket.com LLC	16,735
16	Weather Channel, The	32,606	41	WhitePages	16,688
17	CNET Networks	31,969	42	E.W. Scripps	16,235
18	Adobe Sites	25,851	43	Yellowpages.com Network	16,168
19	Gorilla Nation Media	25,449	44	NFL Internet Group	16,051
20	Disney Online	25,049	45	Weatherbug Property	16,006
21	Best Buy Sites	24,674	46	USPS.COM	15,922
22	AT&T, Inc.	23,833	47	ARTISTdirect Network	15,484
23	United Online, Inc	23,290	48	EA Online	15,300
24	CBS Corporation	23,164	49	Toysrus Sites	15,237
25	Monster Worldwide	23,078	50	JPMorgan Chase Property	15,051

TABLE 4

**Ad Focus Ranking December 2006
Total U.S. – Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	174,199	100%				

1	Advertising.com**	149,103	86%	26	MSN.COM Home Page	51,152	29%
2	ValueClick**	132,159	76%	27	EBAY.COM Home Page	47,478	27%
3	Yahoo!	129,876	75%	28	ContextWeb**	47,462	27%
4	Tribal Fusion**	122,191	70%	29	Vibrant Media**	41,928	24%
5	AOL Media Network	111,614	64%	30	ABOUT.COM	34,517	20%
6	Casale Media Network**	111,510	64%	31	Undertone Networks**	32,276	19%
7	Blue Lithium**	108,458	62%	32	YOUTUBE.COM	29,597	17%
8	Vendare NetBlue - TrafficMarketplace**	108,457	62%	33	Business.com Network	26,852	15%
9	Google	106,382	61%	34	Disney Online	25,049	14%
10	MSN-Windows Live	97,681	56%	35	Lycos Network	22,432	13%
11	Burst Media**	94,534	54%	36	WEATHER.COM	21,947	13%
12	24/7 Real Media**	93,358	54%	37	CNN	19,481	11%
13	AOL	92,021	53%	38	FACEBOOK.COM	19,105	11%
14	YAHOO.COM Home Page	88,756	51%	39	GameDaily Custom Network	18,708	11%
15	DRIVEpm**	83,495	48%	40	IMDB.COM	18,238	10%
16	EBAY.COM	76,035	44%	41	The WebMD Health Network	17,183	10%
17	Tremor Media	69,266	40%	42	ESPN	17,095	10%
18	AdBrite**	68,644	39%	43	WhitePages Network	16,628	10%
19	PrecisionClick**	66,704	38%	44	REAL.COM*	16,249	9%
20	Gorilla Nation Media Network	63,260	36%	45	PHOTOBUCKET.COM	15,988	9%
21	MYSFACE.COM	60,887	35%	46	BIZRATE.COM	15,940	9%
22	EuroClick**	60,565	35%	47	SuperPages	15,861	9%
23	Ask Network	55,572	32%	48	WeatherBug	15,491	9%
24	AdDynamix.com**	53,135	31%	49	ARTISTdirect Network	15,484	9%
25	CPX Interactive**	51,497	30%	50	EA Online Syndicated Games	15,343	9%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in December. For instance, Yahoo! was seen by 75 percent of the more than 174 million Internet users in December.

* Entity has assigned some portion of traffic to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

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Press Release

Fox Interactive Media Ranks #1 in Page Views; Yahoo! Sites Attract the Most Unique Visitors

comScore Media Metrix Releases November Top 50 Web Rankings and Analysis

RESTON, VA, December 19, 2006 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for November. Fox Interactive Media topped all properties with 39.5 billion page views in November, primarily driven by the 38.7 billion pages consumed at MySpace.com, based on traffic from home, work and university locations.

While Fox Interactive Media supplanted Yahoo! Sites as the top Web property by page views in November, Yahoo! Sites retained the top spot in audience size with 129.9 million unique visitors. Further, Yahoo's increased integration of AJAX technology may have had a dampening effect on page views, as the technology enables real-time site updates without the need to refresh a page.

An additional comScore analysis released this week highlighted the importance of including home, work and university audiences in measuring the Web's largest properties. In fact, if university usage is omitted, the comparison of page views at Fox Interactive Media and Yahoo! Sites tells a very different story: Yahoo! Sites, with 35.6 billion page views for November, would rank higher than Fox Interactive Media with 34.9 billion.

"Inclusion of online activity occurring at university locations is critical to producing accurate online audience measurements," said Jack Flanagan, executive vice president of comScore Media Metrix. "The market was understandably perplexed by reports that offered seemingly conflicting opinions on whether Fox Interactive or Yahoo! had actually captured the top ranking in terms of page views."

"The difference lies in whether the online activity of college students, which represents nearly 15 million people, is included in the measurements – a critically important detail when measuring activity at MySpace.com, which is included in the Fox Interactive property," Flanagan added. "Other research company reports claiming that Yahoo! had remained number one in page views did not include the important university segment. comScore is pleased to provide our clients with the unique ability to measure the full breadth of consumer activity online – including the activity of college students."

Holiday Season Draws Online Shoppers to Retail Sites

Shopping was top of mind with American consumers in November, as nine of the ten top gaining categories for the month were retail-related. Online department stores represented the top gaining category in November (up 24 percent to 70.6 million visitors), led by Walmart.com, which grew 64 percent to 40.5 million visitors, Target Corporation with 33.2 million visitors (a 37-percent increase), and JCPenney Sites, which grew 44 percent to 16.8 million visitors. Much of Walmart.com's steep increase was attributable to the rise in visitation to Wal-Mart Electronics, which saw a 155-percent increase to 7.9 million visitors. BestBuy.com (up 66 percent to 21.1 million visitors) and Circuit City Stores (up 55 percent to 15.7 million visitors) topped the list of consumer electronics sites.

Luxury gift site RedEnvelope.com led the jewelry/luxury goods/accessories category with 2.5 million visitors (up 14 percent), followed by Coach.com, which increased 28 percent to 2.3 million visitors, and Tiffany & Co., which grew 44 percent to 1.5 million visitors. Overall, the category rose 21 percent to 18.1 million visitors.

The toy category saw a similar surge in traffic, growing 20 percent to 30.1 million visitors, highlighted by KB Toys's 108-percent increases versus the previous month to 3.6 million visitors, ranking as the second-fastest gaining site in November. Toys "R" Us Sites also demonstrated strong gains, growing 75-percent to 13.9 million visitors.

Online Promotions Popular in November

Online promotions also drove significant Web traffic in November, with the Xerox Corporation heading the list of top gaining sites with 3.7 million visitors. The 114-percent increase was largely driven by traffic to www.letsaythanks.com, the Xerox-sponsored site that provides the opportunity to send a free postcard to American troops overseas. In addition, Chunky Soup's "Click for Cans" NFL promotion ranked the Campbell Soup Company seventh on the list of top gaining sites in November, growing 86 percent to 4.4 million visitors.

Top 50 Properties

In November, Yahoo! Sites again retained the number one position, attracting nearly 130 million unique visitors. Wal-Mart surged into the top 10, claiming the number nine spot with more than 43 million unique visitors, a 59-percent increase from October. Several other retail sites enjoyed increased traffic due to the start of the holiday shopping season as well. Best Buy Sites, Sears Sites, and JCPenney Sites all entered the top 50 at positions, ranking 30, 32, and 39, respectively. Target Corporation experienced a 37-percent increase in visitors, and jumped eight spots to number 15, while

Overstock.com climbed 13 spots and drew 23 percent more unique visitors (17.1 million) than in October.

Top 50 Ad Focus

During November, Advertising.com slightly extended its reach to nearly 148 million Americans online, or 85 percent of the U.S. online population. Within the top 10, Casale Media Network inched up one spot to number five, reaching 64 percent of Americans online. Advertising networks Blue Lithium and AdDynamix.com each gained four spots, capturing the number 10 and 19 positions, respectively. Finally, Euroclick joined the Ad Focus ranking at number 22, while Bizrate.com and EA Online Games re-entered the ranking, with each entity reaching 9 percent of U.S. online population.

TABLE 1

Top 10 Gaining Properties by Percentage Change in Unique Visitors* November 2006 vs. October 2006 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix				
Property	Oct-06 (000)	Nov-06 (000)	Percentage Change	Rank by Unique Visitors
Total Internet Population	173,428	173,686	0%	N/A
Xerox Corp	1,748	3,747	114%	234
KB Toys	1,711	3,558	108%	250
OPRAH.COM	2,320	4,708	103%	193
TOPTVBYTES.COM	3,564	6,908	94%	132
BIDZ.COM	2,422	4,574	89%	198
Nintendo Co.	3,025	5,694	88%	165
Campbell Soup Company	2,348	4,375	86%	207
Toysrus Sites	7,975	13,922	75%	55
Sheknows	2,597	4,343	67%	209
Napster	3,384	5,578	65%	167

*Ranking based on the top 250 properties in November 2006.

TABLE 2

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**Top 10 Gaining Categories by Unique Visitors
November 2006 vs. October 2006
Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix**

	Oct-06 (000)	Nov-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	173,428	173,686	0%
Department Stores	56,747	70,561	24%
Coupons	19,143	23,484	23%
Politics	8,629	10,460	21%
Jewelry/Luxury Goods/Accessories	15,035	18,134	21%
Toys	25,088	30,149	20%
Mall	30,020	35,376	18%
Consumer Electronics	51,985	59,982	15%
Retail - Music	22,860	26,316	15%
Sports/Outdoor	24,916	28,455	14%
Home Furnishings	36,877	41,264	12%

TABLE 3

**Top 50 Properties
November 2006
Total U.S. – Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	<i>173,686</i>			
1	Yahoo! Sites	129,932	26	Shopzilla.com Sites	22,387
2	Time Warner Network	119,684	27	AT&T, Inc.	21,884
3	Microsoft Sites	116,979	28	Real.com Network	21,593
4	Google Sites	108,280	29	Expedia Inc	21,391
5	eBay	83,021	30	Best Buy Sites	21,354
6	Fox Interactive Media	73,831	31	Bank of America	21,256
7	Ask Network	54,539	32	Sears Sites	20,786
8	Amazon Sites	52,619	33	Gannett Sites	20,236
9	Wal-Mart	43,038	34	ESPN	18,576
10	New York Times Digital	42,664	35	Comcast Corporation	18,113
11	Viacom Digital	39,618	36	E.W. Scripps	17,771
12	Wikipedia Sites	39,142	37	OVERSTOCK.COM	17,079
13	Apple Computer, Inc.	33,797	38	CareerBuilder LLC	16,774
14	Verizon Communications Corp.	33,268	39	JCPenney Sites	16,755
15	Target Corporation	33,185	40	FACEBOOK.COM	16,695
16	Weather Channel, The	32,215	41	Circuit City Stores, Inc.	15,671
17	CNET Networks	31,636	42	Photobucket.com LLC	15,639
18	YOUTUBE.COM	25,471	43	Weatherbug Property	15,586
19	United Online, Inc	25,420	44	EA Online	15,575
20	Adobe Sites	25,348	45	NFL Internet Group	15,142
21	CBS Corporation	25,193	46	WhitePages	15,087
22	Gorilla Nation Media	24,881	47	WebMD Health	15,051
23	Disney Online	24,814	48	ARTISTdirect Network	14,544
24	Monster Worldwide	23,677	49	Cox Enterprises Inc.	14,431
25	Lycos, Inc.	23,093	50	iVillage.com: The Womens Network	14,389

TABLE 4

**Ad Focus Ranking November 2006
Total U.S. – Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix**

Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	<i>173,686</i>	<i>100%</i>				

1	Advertising.com**	147,924	85%	26	EBAY.COM Home Page	45,750	26%	k
2	ValueClick**	131,590	76%	27	CPX Interactive**	44,615	26%	c
3	Yahoo!	128,404	74%	28	Vibrant Media**	43,387	25%	a
4	Tribal Fusion**	119,468	69%	29	Undertone Networks**	42,928	25%	n
5	Casale Media Network**	110,668	64%	30	ContextWeb**	37,954	22%	p
6	AOL Media Network	109,864	63%	31	ABOUT.COM	37,077	21%	a
7	Google	104,313	60%	32	Business.com Network	27,632	16%	t
8	Vendare NetBlue - TrafficMarketplace**	102,464	59%	33	YOUTUBE.COM	25,471	15%	t
9	MSN-Windows Live	98,615	57%	34	Disney Online	24,814	14%	e
10	Blue Lithium**	94,026	54%	35	Lycos Network	22,879	13%	a
11	Burst Media**	92,375	53%	36	CNN	21,913	13%	h
12	24/7 Real Media**	91,268	53%	37	WEATHER.COM	21,321	12%	i
13	AOL	90,489	52%	38	GameDaily Custom Network	20,029	12%	n
14	YAHOO.COM Home Page	87,841	51%	39	The WebMD Health Network	18,771	11%	y
15	EBAY.COM	74,929	43%	40	ESPN	18,576	11%	w
16	Tremor Network	67,007	39%	41	IMDB.COM	18,500	11%	b
17	AdBrite**	66,501	38%	42	CareerBuilder Network	17,385	10%	7
18	PrecisionClick**	66,379	38%	43	REAL.COM*	17,308	10%	p
19	AdDynamix.com**	62,267	36%	44	FACEBOOK.COM	16,695	10%	e
20	Gorilla Nation Media Network	60,943	35%	45	EA Online Syndicated Games	15,591	9%	n
21	DRIVEpm**	58,959	34%	46	BIZRATE.COM	15,535	9%	a
22	EuroClick**	58,144	33%	47	EA Online Games	15,495	9%	n
23	MYSFACE.COM	57,242	33%	48	EXPEDIA.COM*	15,265	9%	λ
24	Ask Network	54,539	31%	49	SuperPages	15,219	9%	3
25	MSN.COM Home Page	50,600	29%	50	WeatherBug	15,155	9%	E

to other syndicated entities.

** Denotes an advertising network.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report – with unmatched accuracy – 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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Ghosts and Goblins Drive Traffic to Greetings, Gift and Toys Sites in October

comScore Media Metrix Releases October Top 50 U.S. Web Rankings and Analysis

U.S. Traffic to Online Gambling Sites Plummets Following Anti-Gambling Legislation

RESTON, VA, November 13, 2006 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for October. Americans were drawn in particular to e-card, party, kids, toy, family and women’s Web sites as Halloween approached. Also of note this month was the precipitous drop in traffic to online gambling sites (down 27 percent) following anti-gambling legislation announced in early October. In preparation for the November elections, Americans flocked to political Web sites, with traffic increasing 10 percent to 8.6 million visitors. The advent of basketball season brought on a flood of traffic to the NBA Internet Network (up 46 percent to 3.8 million visitors). Wikipedia Sites and YouTube also showed significant growth in October, up 11 percent to 38.9 million visitors and 13 percent to 23.5 million visitors, respectively.

“In addition to the normal Halloween seasonality that we’ve become accustomed to in October, politics impacted Web traffic this October as the fight for control of Congress was clearly top-of-mind with many Americans,” said Jack Flanagan, executive vice president of comScore Media Metrix. “Along these lines, the legislation passed by Congress to restrict online gambling made a marked dent in traffic to these sites – after seeing double-digit gains for these sites in September.”

Americans Prepare for Battle of Red vs. Blue

As Americans prepared to cast their votes in November, the most popular political sites included Capitol Advantage with 731,000 visitors (down 1 percent versus the prior month), Townhall.com with 626,000 visitors (up 63 percent) and Worldnetdaily with 536,000 visitors (up 7 percent). The category’s top gainers included Discoverthenetwork.org, the self-proclaimed “Guide to the Political Left,” which was up 104 percent to 134,000 visitors, and NationalJournal.com, a daily news site focused on politics and government, which was up 63 percent to 164,000 visitors.

October Sees Spooky Seasonality

Halloween seasonality was a significant driver of traffic this month, inspiring huge growth in visitation to online greetings and purveyors of costumes. In fact, the E-cards category rose 21 percent during October, with each of the top 10 e-card sites experiencing growth. American Greetings Property led the category with 12.6 million visitors (a 66-percent increase), followed by Evite with 6.6 million visitors (an 11-percent increase) and Hallmark.com with 6.1 million visitors (a 19-percent increase).

Notable retailers that enjoyed a Halloween traffic bump included Celebrate Express, Inc. with 2.6 million visitors (a 13-percent increase); Partycity.com with 2.5 million visitors (a 180-percent increase); and RedEnvelope.com with 2.2 million visitors (a 143-percent increase). Traffic to BuyCostumes.com was the impetus behind the 54-percent leap in traffic to parent company Liberty Media Holdings, which was the 4th biggest overall gainer in October, with 12.5 million visitors. Several sites geared towards kids and families also saw increases in October, including Disney Online with 25.1 million visitors (an 8-percent increase); Nickelodeon Network with 12.6 million visitors (a 9-percent increase); and the Family Network, which was the top-gaining property overall with 6.1 million visitors (a 121-percent increase).

Additionally, the Toys category rose 13 percent overall, led by Mattel Sites, with 9.8 million visitors (a 22-percent increase), and Toys “R” Us Sites with 8 million visitors (a 29-percent increase). Women’s sites that offered Halloween crafts and holiday-related content were up 17 percent overall, led by iVillage.com: The Women’s Network, which increased 24 percent to 17.7 million visitors; Condenet Sites, which increased 9 percent to 8.1 million visitors; and Womensforum Sites, which increased 9 percent to 6.5 million visitors. BHG.com, which on its own grew 50 percent to 5.7 million visitors, was a significant driver of the 32-percent increase realized by the Meredith Corporation Web property, which reached 9 million visitors in October and was the 9th biggest gainer overall.

Top 50 Properties

During October, Yahoo! Sites retained its ranking as the number one property, reaching nearly 130 million unique visitors in the U.S. Wikipedia Sites moved up one position to the number 10 spot, attracting 11 percent more visitors than in September, while Wal-Mart moved up four positions to number 17. YouTube.com jumped three spots to number 26, gaining 13 percent to 23.5 million visitors. iVillage.com: The Women’s Network enjoyed a significant increase in visitors, drawing almost 18 million visitors and jumping eleven spots to number 34 in the ranking. Finally, Facebook.com re-entered the ranking at number 40 with 15.1 million visitors.

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Top 50 Ad Focus

October saw Advertising.com again reach 84 percent of the U.S. online population to retain the top ranking. Burst Media cracked the top ten this month, reaching almost 94 million unique visitors. YouTube.com and Real.com each gained in the ranking, reaching 14 percent and 9 percent of the population, respectively. iVillage.com: The Women's Network, Facebook.com and WhitePages Network each re-entered the ranking in October achieving the 42nd, 47th, and 50th spots, respectively.

TABLE 1

Top 10 Gaining Properties by Percentage Change in Unique Visitors*				
October 2006 vs. September 2006				
Total U.S. Home, Work and University Internet Users				
Source: comScore Media Metrix				
Property	Sept-06 (000)	Oct-06 (000)	Percentage Change	Rank by Unique Visitors
Total Internet Population	173,428	173,258	0%	N/A
Family Network	2,771	6,129	121	150
AmericanGreetings Property	7,617	12,617	66	61
Art.com Sites	3,507	5,440	55	167
Liberty Media Holding Corporation	8,099	12,453	54	64
Mezi Media Sites	4,955	7,375	49	124
NBA Internet Network	2,574	3,757	46	235
VistaPrint Sites	2,678	3,598	34	241
JOB.COM	3,105	4,111	32	209
Meredith Corporation	6,836	9,018	32	96
IncrediMail Ltd	3,616	4,752	31	184

*Ranking based on the top 250 properties in October 2006.

TABLE 2

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Top 10 Gaining Categories by Unique Visitors October 2006 vs. September 2006 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix			
	Sept-06 (000)	Oct-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	<i>173,428</i>	<i>173,258</i>	<i>0%</i>
Flowers/Gifts/Greetings	29,375	36,550	24
e-cards	31,766	38,348	21
Women	45,548	53,417	17
Gay/Lesbian	1,911	2,220	16
Toys	22,210	25,088	13
Family	52,039	57,760	11
Humor	25,437	28,092	10
Jewelry/Luxury Goods/Accessories	13,632	15,035	10
Politics	7,849	8,629	10
Kids	51,746	56,785	10

TABLE 3

Top 50 Properties October 2006 Total U.S. – Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix					
Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	<i>173,258</i>			
1	Yahoo! Sites	129,603	26	YOUTUBE.COM	23,480
2	Time Warner Network	120,291	27	CareerBuilder LLC	22,642
3	Microsoft Sites	118,028	28	Expedia Inc	22,510
4	Google Sites	109,721	29	Shopzilla.com Sites	22,087
5	eBay	80,820	30	Bank of America	21,849
6	Fox Interactive Media	71,346	31	ESPN	20,349
7	Ask Network	55,548	32	Gannett Sites	20,133
8	Amazon Sites	51,299	33	Real.com Network	20,013
9	New York Times Digital	43,049	34	iVillage.com: The Womens Network	17,686
10	Wikipedia Sites	38,897	35	Comcast Corporation	17,172
11	Viacom Digital	36,602	36	Vendare NetBlue	17,023
12	Weather Channel, The	34,065	37	E.W. Scripps	15,504
13	Verizon Communications Corp.	34,038	38	NFL Internet Group	15,281
14	Apple Computer, Inc.	32,309	39	Weatherbug Property	15,156
15	CNET Networks	28,980	40	FACEBOOK.COM	15,108
16	United Online, Inc	27,385	41	Photobucket.com LLC	15,065
17	Wal-Mart	27,125	42	WebMD Health	15,049
18	Lycos, Inc.	26,540	43	Cox Enterprises Inc.	15,013
19	Adobe Sites	25,349	44	ARTISTdirect Network	14,865
20	Gorilla Nation Media	25,223	45	WhitePages	14,863
21	Disney Online	25,140	46	Ticketmaster	14,333
22	Monster Worldwide	24,527	47	CRAIGSLIST.ORG	14,327
23	Target Corporation	24,257	48	JPMorgan Chase Property	14,040
24	AT&T, Inc.	24,206	49	NBC Universal	14,037
25	CBS Corporation	24,002	50	OVERSTOCK.COM	13,866

TABLE 4

Ad Focus Ranking October 2006 Total U.S. – Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	173,258	100%				
1	Advertising.com**	145,032	84%	26	CPX Interactive**	41,459	24%
2	ValueClick**	132,592	77%	27	Vibrant Media**	40,986	24%
3	Yahoo!	128,264	74%	28	Undertone Networks**	37,827	22%
4	Tribal Fusion**	117,957	68%	29	ABOUT.COM	37,476	22%
5	AOL Media Network	111,384	64%	30	ContextWeb**	33,912	20%
6	Casale Media Network**	108,866	63%	31	Business.com Network	27,477	16%
7	Google	105,866	61%	32	Lycos Network	26,349	15%
8	Vendare NetBlue - TrafficMarketplace**	101,185	58%	33	Disney Online	25,140	15%
9	MSN-Windows Live	100,081	58%	34	YOUTUBE.COM	23,480	14%
10	Burst Media**	93,816	54%	35	CareerBuilder Network	23,332	13%
11	24/7 Real Media**	90,391	52%	36	WEATHER.COM	22,846	13%
12	AOL	89,598	52%	37	CNN	22,411	13%
13	YAHOO.COM Home Page	87,663	51%	38	ESPN	20,349	12%
14	Blue Lithium**	86,416	50%	39	IMDB.COM	19,748	11%
15	EBAY.COM	73,163	42%	40	GameDaily Custom Network	19,344	11%
16	PrecisionClick**	67,529	39%	41	The WebMD Health Network	17,919	10%
17	Tremor Network	66,330	38%	42	iVillage.com: The Womens Network	17,686	10%
18	AdBrite**	62,691	36%	43	Vendare NetBlue	17,023	10%
19	Gorilla Nation Media Network	60,396	35%	44	SuperPages	16,458	9%
20	DRIVEpm**	60,349	35%	45	REAL.COM*	15,755	9%
21	MYSFACE.COM	56,053	32%	46	EXPEDIA.COM*	15,235	9%
22	Ask Network	55,548	32%	47	FACEBOOK.COM	15,108	9%
23	AdDynamix.com**	54,409	31%	48	WeatherBug	15,009	9%
24	MSN.COM Home Page	54,278	31%	49	ARTISTdirect Network	14,865	9%
25	EBAY.COM Home Page	43,260	25%	50	WhitePages Network	14,740	9%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in October. For instance, Yahoo! was seen by 74 percent of the more than 173 million Internet users in October.

** Entity has assigned some portion of traffic to other syndicated entities.*

*** Denotes an advertising network.*

About comScore Media Metrix

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Press Release

TV, Sports and News Sites Experience Gains in September

comScore Media Metrix Releases September Top 50 Web Rankings and Analysis; Gambling Sites Experience Huge Gains Prior to Move by Congress to Outlaw Online Gambling

RESTON, VA, October 16, 2006 – comScore Media Metrix today released its monthly analysis of U.S. consumer activity at top online properties and categories for September. American consumers were particularly in tune to television, sports, and news Web sites in September as the Fall TV season premiered, football season kicked off, Suri Cruise was introduced to the world, and September 11th was remembered.

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Ironically, just prior to the landmark legislation passed by Congress in early October to stem gambling over the Internet, Online Gambling was the top gaining category in September, posting a 17-percent gain versus August. Leading the category was embattled PartyGaming with 10.9 million U.S. visitors, a 75-percent increase, followed by SportingBet PLC, the second-biggest gaining Web property during the month with 5.4 million U.S. visitors (up 194 percent).

"Congress' move to outlaw online gambling comes at the prime time for football season, as people around the country are placing bets on their favorite teams," said Jack Flanagan, executive vice president of comScore Media Metrix. "As speculation continues about the future of these online gambling sites, fans will very likely continue to turn to fantasy games on traditional sports Web sites, which also saw big increases last month."

Indeed, in addition to placing bets, Americans also checked out sports Web sites in September, triggering a 7-percent increase to the sports category overall. Leading the category was ESPN with 20.4 million visitors, a 14-percent increase versus August, followed by Yahoo! Sports with 17.5 million visitors (up 27 percent) and FOX Sports on MSN with 16.5 million visitors (up 25 percent). Despite heightened fan interest in Major League Baseball during September as teams jockeyed for playoff position, traffic to MLB.com fell 16 percent versus August to 9.1 million. In contrast, traffic to Nascar.com increased 6 percent to 4.1 million visitors with its season heating up in September. Finally, with college football season kicking off, College Sports TV appeared in the top 10 Sports Sites in September, garnering 7.1 million visitors, a 22-percent increase versus August. (See Top 10 Sports Web Sites below.)

TABLE 1

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Top 10 Sports Web Sites September 2006 Total U.S. Home, Work and University Internet Users Source: comScore Media Metrix			
	Aug-06 (000)	Sept-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	173,407	173,428	0%
ESPN	17,850	20,385	14
Yahoo! Sports	13,763	17,472	27
FOX Sports on MSN	13,133	16,471	25
NFL Internet Group	13,355	16,401	23
MLB.COM	10,896	9,122	-16
AOL Sports	6,629	8,049	21
CSTV: College Sports TV	5,797	7,083	22
CBS SportsLine	5,851	7,024	20
SI.COM	5,115	5,785	13
NASCAR.COM	3,888	4,137	6

TV Premieres Drive Traffic to Network Sites, and Traffic to Online Video Sites Continue to Grow

In the lead-up to the Fall television premiere season, sites dedicated to specific hit shows drove traffic to network TV sites. ABC.com experienced a 78-percent increase to 8.1 million visitors, driven largely by traffic to the "Dancing with the Stars" site, which saw a 212-percent increase to 826,000 visitors, and "Grey's Anatomy," which saw a 206-percent increase to 679,000 visitors. NBC Network sites also saw a notable gain of 52 percent (to 7.5 million visitors) in September, driven by traffic to the "Deal or No Deal" site, which increased 998 percent to 1.9 million visitors. Both ABC.com and NBC Network captured spots on the list of Top 10 Gaining Properties in September. Also of note was the 33-percent increase to Discovery.com Sites (to 7 million visitors) following the untimely death of Steve Irwin, the Crocodile Hunter.

MSN TV represented the top TV site overall with 12.7 million visitors, followed by Yahoo! TV with 9.8 million visitors and AOL Television with 9.6 million visitors. Also notable was the 50-percent increase to TVGuide.com, which had 4.3 million visitors in September.

Online video sites also continued to gain momentum as visitation to the wildly popular YouTube gained 9 percent during the month, reaching 20.8 million visitors. Video site Metacafe gained 134 percent to 4.2 million visitors, representing the third biggest gainer for the month. In addition, TopTVBytes.com experienced a 72-percent increase to 6.1 million visitors, representing the sixth top-gaining Web property for the month.

"As the buzz about the Google/ YouTube deal turns to the topic of 'who's next?' it will be interesting to watch how online video sites differentiate themselves and how major media companies take notice," commented Flanagan.

TABLE 2

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Top 10 TV Web Sites			
September 2006			
Total U.S. Home, Work and University Internet Users			
Source: comScore Media Metrix			
	Aug-06 (000)	Sept-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	173,407	173,428	0%
MSN TV	9,336	12,737	36
Yahoo! TV	10,718	9,791	-9
AOL Television	8,515	9,637	13
ABC.COM	4,576	8,140	78
PBS	6,857	7,568	10
NBC Network	4,937	7,515	52
Discovery.com Sites	5,282	7,011	33
CBS Television	6,051	6,094	1
TV.COM	5,316	6,001	13
DIRECTV.COM	5,186	5,282	2

Traffic to Entertainment and General News Sites Increase in September

On the heels of the Emmy Awards, traffic to Entertainment news sites saw a 5-percent uptick in September, led by TMZ with 6.6 million visitors (up 8 percent), followed by People with 5.6 million visitors (up 18 percent). Most notable within this category was the 930-percent increase to Vanityfair.com, as people flocked to the site to see the first photos of Suri Cruise, Tom Cruise and Katie Holmes' baby daughter. Finally, the Lions Gate Entertainment Web property represented the biggest overall gainer for September with a 565-percent increase in traffic to 6.6 million visitors, driven primarily by traffic to www.hardcandymovie.com.

In addition, nearly each of the top 10 general news Web sites experienced gains in September as Americans reflected on the events of September 11th five years ago. Yahoo! News led the pack with 35.8 million visitors, followed by MSNBC with 27.3 million visitors and CNN with 24.4 million visitors. AOL News represented the biggest gainer within the top 10 news sites with 24.1 million visitors, a 19-percent increase versus August.

Top 50 Properties

In September, the top 10 properties remained unchanged with Yahoo! Sites retaining its position at number one, attracting nearly 130 million unique visitors. As anxious TV viewers prepared for the launch of the Fall season, both CBS Corporation and NBC Universal enjoyed large increases in visitors, entering the ranking this month at numbers 19 and 34, respectively. NFL Internet group also entered the ranking this month at number 37, attracting more than 16 million unique visitors eager for the start of football season. Wikipedia Sites also moved up four spots to number 11, drawing 35 million unique visitors.

Top 50 Ad Focus

In September, Advertising.com claimed the number one position in the Ad Focus ranking for the 29th consecutive month, reaching 84 percent of the U.S. population online. CPX Interactive enjoyed a strong debut at number nine, reaching more than 96 million Americans, or 56 percent of the U.S. online population. ESPN moved up four spots to number 38, while EA Online Syndicated Games and Real.com entered the ranking at numbers 49 and 50, respectively.

TABLE 3

Top 10 Gaining Properties by Percentage Change in Unique Visitors*				
September 2006 vs. August 2006				
Total U.S. Home, Work and University Internet Users				
Source: comScore Media Metrix				
Property	Aug-06 (000)	Sept-06 (000)	Percentage Change	Rank by Unique Visitors
<i>Total Internet Population</i>	173,407	173,428	0%	N/A
Lions Gate Entertainment	986	6,564	565%	139
Sportingbet PLC	1,831	5,376	194%	169
METACAFE.COM	1,811	4,236	134%	201
ABC.COM	4,576	8,140	78%	109
NBC Universal	11,188	19,771	77%	34
TOPTVBYTES.COM	3,528	6,061	72%	151
Kaboose Network	2,125	3,415	61%	249
Mezi Media Sites	3,364	4,955	47%	180
Gemstar-TVGuide International, Inc.	3,216	4,591	43%	190

ORIENTALTRADING.COM	3,042	4,267	40%	200
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**Ranking based on the top 250 properties in September 2006.*

TABLE 4

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Top 10 Gaining Categories by Unique Visitors
September 2006 vs. August 2006
Total U.S. Home, Work and University Internet Users
Source: comScore Media Metrix

	Aug-06 (000)	Sept-06 (000)	Percentage Change
<i>Total Internet : Total Audience</i>	173,407	173,428	0%
Online Gambling	23,492	27,400	17%
Gaming Information	35,322	40,841	16%
Incentives	17,318	18,990	10%
Toys	20,687	22,210	7%
Sports	68,260	73,230	7%
Genealogy	7,970	8,433	6%
Education - Information	60,229	63,705	6%
TV	73,082	76,550	5%
Entertainment - News	35,809	37,499	5%
Multimedia	99,606	103,710	4%

TABLE 5

Top 50 Properties September 2006 Total U.S. – Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix					
Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	<i>Total Internet Users</i>	<i>173,428</i>			
1	Yahoo! Sites	129,724	26	Target Corporation	22,835
2	Time Warner Network	120,276	27	Bank of America	22,305
3	Microsoft Sites	119,376	28	CareerBuilder LLC	21,831
4	Google Sites	107,365	29	YOUTUBE.COM	20,759
5	eBay	78,991	30	Real.com Network	20,476
6	Fox Interactive Media	70,858	31	Gannett Sites	20,453
7	Ask Network	54,842	32	Shopzilla.com Sites	20,414
8	Amazon Sites	49,498	33	ESPN	20,385
9	New York Times Digital	40,523	34	NBC Universal	19,771
10	Viacom Digital	35,115	35	Comcast Corporation	17,798
11	Wikipedia Sites	35,057	36	Vendare Media	16,990
12	Verizon Communications Corporation	34,252	37	NFL Internet Group	16,401
13	Weather Channel, The	33,293	38	ARTISTdirect Network	15,745
14	Apple Computer, Inc.	31,873	39	E.W. Scripps	15,631
15	CNET Networks	28,744	40	Weatherbug Property	15,398
16	AT&T, Inc.	27,230	41	Photobucket.com LLC	14,729
17	United Online, Inc	26,461	42	EA Online	14,643
18	Adobe Sites	26,402	43	Cox Enterprises Inc.	14,425
19	CBS Corporation	26,398	44	WebMD Health	14,268
20	Lycos, Inc.	25,706	45	iVillage.com: The Womens Network	14,257
21	Wal-Mart	24,971	46	Ticketmaster	14,224
22	Monster Worldwide	24,828	47	JPMorgan Chase Property	14,137
23	Gorilla Nation Media	24,499	48	WhitePages	14,086
24	Disney Online	23,377	49	OVERSTOCK.COM	13,930
25	Expedia Inc	22,995	50	CRAIGSLIST.ORG	13,803

TABLE 6

Ad Focus Ranking September 2006 Total U.S. – Home, Work and University Locations Unique Visitors (000) Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	Reach %	Rank	Property	Unique Visitors (000)	Reach %
	<i>Total Internet Users</i>	173,428	100%				
1	Advertising.com**	145,835	84%	26	EBAY.COM Home Page	39,975	23%
2	ValueClick**	129,674	75%	27	ContextWeb**	37,261	21%
3	Yahoo!	128,042	74%	28	Vibrant Media**	36,939	21%
4	Tribal Fusion**	114,498	66%	29	Undertone Networks**	36,821	21%
5	AOL Media Network	110,912	64%	30	ABOUT.COM	34,761	20%
6	Casale Media Network**	107,798	62%	31	Business.com Network	26,114	15%
7	Google	103,433	60%	32	Lycos Network	25,447	15%
8	MSN-Windows Live	101,888	59%	33	CNN	24,449	14%
9	CPX Interactive**	96,397	56%	34	Disney Online	23,377	13%
10	Vendare Media - TrafficMarketplace**	95,713	55%	35	CareerBuilder Network	22,507	13%
11	Burst Media**	89,690	52%	36	WEATHER.COM	21,990	13%
12	AOL	87,981	51%	37	YOUTUBE.COM	20,759	12%
13	24/7 Real Media**	87,092	50%	38	ESPN	20,385	12%
14	YAHOO.COM Home Page	86,044	50%	39	IMDB.COM	19,050	11%
15	Blue Lithium**	74,193	43%	40	GameDaily Custom Network	18,607	11%
16	EBAY.COM	71,096	41%	41	The WebMD Health Network	17,188	10%
17	PrecisionClick**	67,049	39%	42	Vendare Media	16,990	10%
18	Tremor Network	66,213	38%	43	SuperPages	16,361	9%
19	AdBrite**	61,547	35%	44	EXPEDIA.COM*	15,898	9%
20	DRIVEpm**	60,815	35%	45	ARTISTdirect Network	15,745	9%
21	Gorilla Nation Media Network	59,168	34%	46	WeatherBug	15,278	9%
22	MYSPEACE.COM	55,849	32%	47	Travelocity All	14,929	9%
23	MSN.COM Home Page	55,296	32%	48	CLASSMATES.COM	14,926	9%
24	Ask Network	54,842	32%	49	EA Online Syndicated Games	14,683	8%
25	AdDynamix.com**	43,561	25%	50	REAL.COM*	14,561	8%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in September. For instance, Yahoo! was seen by 74 percent of the more than 173 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, a division of comScore Networks, provides industry-leading Internet audience measurement services that report – with unmatched accuracy – 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 continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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