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**comScore Media Metrix Ranks Top 50 U.S. Web Properties for December 2010**

*Holiday Hustle Drives Traffic to E-cards, Shipping, Retail and Travel Sites*

*End of Fiscal Year Propels Growth at Tax and Financial Information Sites*

**RESTON, VA, January 24, 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 December 2010 based on data from the comScore Media Metrix service. With the holiday season in full swing, December saw increased traffic within several content categories including E-cards, Shipping, Retail and even Travel sites. As the fiscal year came to an end, many consumers and businesses turned to Tax and Financial Information/Advice sites to close their books for the year and prepare for the upcoming tax season.

“The Internet now plays a vital role for Americans during the holiday season, allowing them to do everything from finding online deals and researching future in-store purchases to tracking shipments, booking travel and sending e-cards, gifts and greetings,” said Jeff Hackett, executive vice president of comScore Media Metrix. “Each year we see more Americans using the Internet as a tool during the holidays, with more than 85 percent of Americans online visiting a retail site in December, up from 80 percent last year.”

**E-cards and Greetings Spread Holiday Cheer**

E-card sites, allowing friends and family to send digital seasonal greetings, ranked as the second top gaining category for December growing 32 percent to 27.4 million visitors. MyFunCards.com ranked as the #1 e-card site with 7.1 million unique visitors (up 77 percent), followed by AG Interactive with 5.9 million visitors, a 47-percent increase. Evite.com came in third with 5.4 million, while 123Greetings.com saw 3.3 million visitors (up 35 percent).

The Flowers/Gifts/Greetings site category saw a spike in activity during the month as 36.5 million visitors browsed gift ideas and made easy purchases. AmericanGreetings Property ranked as the category leader with 10.6 million unique visitors in December (up 28 percent). Gifts.com took the #2 spot with 7.7 million visitors, (up 36 percent), followed by Hallmark with 3.8 million (up 10 percent) and 1-800-Flowers.com, Inc. with 2.4 million (up 40 percent). ProFlowers.com more than doubled its audience in December, attracting 2.1 million visitors.

### **Shipping Sites on the Move**

Shipping sites stayed busy throughout the month as they helped deliver gifts in time for the holidays. More than 33.6 million Americans visited a shipping site in December, up 29 percent from the prior month. UPS Sites came in at the top with 17.5 million visitors (up 37 percent), followed by USPS.com with 14.9 million (up 41 percent) and FedEx with 11.7 million (up 36 percent).

### **Jewelry Sites Shine in December**

Many Americans returned to making purchases of luxury goods this holiday season, sending an all-time high of 26.2 million unique visitors to Jewelry/Luxury Goods/Accessories sites during the month. BradfordExchange.com took the top spot in the category with 2.8 million unique visitors in December (up 15 percent), followed by Zale Corporation with 2.3 million visitors (up 26 percent), Coach.com with 2.1 million (up 14 percent) and Swarovski.com with 2.0 million (up 13 percent).

### **Financial Sites Soar as Q4 Winds Down**

Business/Finance sites saw significant growth during the month as businesses turned to focus on closing their books for the year. Financial Information/Advice sites in particular reached a record level of 50.4 million visitors. Tax sites also jumped in December, increasing 40 percent to more than 6 million unique visitors.

### **Top 50 Properties**

Yahoo! Sites ranked as the #1 property in December with 181.2 million visitors, followed by Google Sites with 179.3 million and Microsoft Sites with 177.0 million. Amazon Sites, which saw its highest month of traffic on record from the holiday shopping surge, climbed 3 positions to rank as the #7 property overall with more than 91 million visitors. The Weather Channel and WeatherBug property both moved up the rankings in December – jumping 6 positions and 8 positions, respectively – as the combination of winter blizzards and holiday travel had consumers urgently checking for weather updates.

## Top 50 Ad Focus Ranking

Google Ad Network led the December Ad Focus ranking with a reach of 93.3 percent of Americans online, followed by Yahoo! Network Plus with an 86.6-percent reach, Yahoo! Sites with 85.5 percent and AOL Advertising with 85.0 percent. Amazon.com climbed 5 positions to capture the #37 spot with a 36.0-percent reach.

*A Note about comScore's Ad Focus Ranking: Since the release of October 2010 data, the Ad Focus Ranking now excludes custom entities reportable by comScore.*

**Table 1**

<b>comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors* (U.S.) December 2010 vs. November 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>				
	<b>Total Unique Visitors (000)</b>			<b>Rank by Unique Visitors</b>
	<b>Nov-10</b>	<b>Dec-10</b>	<b>% Change</b>	
<i>Total Internet : Total Audience</i>	212,296	211,860	0	N/A
McAfee.com Sites	3,838	9,735	154	173
JibJab Media	4,534	10,601	134	153
KeywordBlocks.com	3,114	6,487	108	233
SurfCanyon.com	4,651	8,218	77	198
FunnyorDie	4,453	7,245	63	221
Blinkx	4,292	6,440	50	235
Weather Underground	9,768	14,072	44	115
Wizard101.com	5,374	7,675	43	212
USPS.COM	10,569	14,856	41	106
UPS Sites	12,751	17,454	37	90

*\*Ranking based on the top 250 properties in December 2010. Excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement.*

**Table 2**

<b>comScore Top 10 Gaining Site Categories by Percentage Change in Unique Visitors (U.S.) December 2010 vs. November 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix</b>			
	<b>Total Unique Visitors (000)</b>		
	<b>Nov-10</b>	<b>Dec-10</b>	<b>% Change</b>
<i>Total Internet : Total Audience</i>	212,296	211,860	0
Business/Finance – Taxes	4,291	6,016	40
Services – e-cards	20,665	27,376	32
Directories/Resources – Shipping	26,186	33,671	29
Retail – Flowers/Gifts/Greetings	30,233	36,505	21
Retail – Jewelry/Luxury Goods/Accessories	22,181	26,188	18
Business/Finance – Financial Information/Advice	43,156	50,375	17
Retail – Sports/Outdoor	32,731	37,811	16
Retail - Movies	27,891	32,104	15
Retail – Toys	27,040	30,812	14
Travel – Airlines	25,768	29,038	13

Table 3

comScore Top 50 Properties (U.S.) December 2010 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>	211,860				
1	Yahoo! Sites	181,219		26	ESPN	40,158
2	Google Sites	179,252		27	Federated Media Publishing	39,089
3	Microsoft Sites	176,963		28	YellowBook Network	38,199
4	FACEBOOK.COM	153,886		29	Gannett Sites	37,935
5	AOL, Inc.	111,938		30	Target Corporation	37,289
6	Ask Network	94,353		31	Break Media Network	36,597
7	Amazon Sites	91,120		32	Superpages.com Network	35,232
8	Glam Media	87,751		33	Alloy Digital Network	34,323
9	Turner Digital	87,721		34	Adobe Sites	33,532
10	CBS Interactive	86,013		35	WeatherBug Property	32,594
11	Viacom Digital	84,456		36	AT&T Interactive Network	30,964
12	Wikimedia Foundation Sites	77,753		37	iVillage.com: The Womens Network	30,835
13	Apple Inc.	75,090		38	Disney Online	30,740
14	eBay	70,436		39	Scripps Networks Interactive Inc.	29,337
15	New York Times Digital	69,657		40	Best Buy Sites	29,327
16	Demand Media	67,274		41	Tribune Interactive	29,091
17	Fox Interactive Media	65,491		42	Sears Sites	28,706
18	VEVO	60,293		43	WordPress	27,987
19	Comcast Corporation	57,243		44	SAY: Media Sites	27,882
20	Answers.com Sites	52,345		45	Verizon Communications Corporation	27,066
21	Wal-Mart	51,375		46	Everyday Health	26,790
22	craigslist, inc.	51,017		47	LINKEDIN.COM	26,577
23	NetShelter Technology Media	44,959		48	NBC Universal	26,444
24	Weather Channel, The	44,208		49	Conde Nast Digital	26,300
25	Technorati Media	43,120		50	Reader's Digest Digital Network	26,280

Table 4

comScore Ad Focus Ranking (U.S.) December 2010 Total U.S. – Home, Work and University Locations Source: comScore Media Metrix							
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet : Total Audience</i>	211,860	100.0				
1	Google Ad Network**	197,723	93.3	26	YOUTUBE.COM*	117,717	55.6
2	Yahoo! Network Plus**	183,462	86.6	27	Adify**	115,099	54.3
3	Yahoo! Sites	181,219	85.5	28	AOL, Inc.	111,938	52.8
4	AOL Advertising**	180,010	85.0	29	CPX Interactive**	102,242	48.3
5	Google	171,281	80.8	30	Kontera**	99,240	46.8
6	Turn Media Platform**	168,796	79.7	31	Ask Network	94,353	44.5
7	ValueClick Networks**	167,774	79.2	32	AdBlade Network**	89,626	42.3
8	24/7 Real Media**	165,228	78.0	33	Glam Media	87,751	41.4
9	Collective Display**	159,393	75.2	34	Bing	87,304	41.2
10	AdBrite**	155,504	73.4	35	Windows Live	78,077	36.9
11	FACEBOOK.COM	153,886	72.6	36	Meebo	76,561	36.1
12	Specific Media**	151,360	71.4	37	AMAZON.COM	76,297	36.0
13	Microsoft Media Network US**	147,502	69.6	38	ShareThis	75,663	35.7
14	Vibrant Media**	145,955	68.9	39	Technorati Media**	74,919	35.4
15	Traffic Marketplace**	143,430	67.7	40	Demand Media	67,274	31.8
16	Tribal Fusion**	143,144	67.6	41	MediaWhiz**	65,492	30.9
17	FOX Audience Network**	142,015	67.0	42	Lotame Solutions**	63,403	29.9
18	AudienceScience**	141,787	66.9	43	Monster Career Ad Network (CAN)**	61,801	29.2
19	interclick**	140,206	66.2	44	Dedicated Media**	60,747	28.7
20	Burst Media**	138,965	65.6	45	MTV Networks Music	59,667	28.2
21	Adconion Media Group**	133,424	63.0	46	Ybrant - Oridian - ADDynamix Network**	57,555	27.2
22	Casale Media - MediaNet**	128,426	60.6	47	WALMART.COM	48,043	22.7
23	MSN	127,939	60.4	48	NetShelter Technology Media	44,959	21.2
24	Undertone**	119,367	56.3	49	Technorati Media	43,120	20.4
25	ContextWeb**	118,486	55.9	50	About	42,285	20.0

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in November. For instance, Yahoo! Sites was seen by 85.5 percent of the 212 million Internet users in December.

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