

More Than Two Thirds of Internet Users in Brazil Visited a Retail Web Site in July 2008, According to comScore World Metrix

Consumer Electronics Ranks As the Most Popular Retail Sub-Category

RESTON, Va., Sept 09, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released results from a study of the online retail marketplace in Brazil based on the comScore World Metrix audience measurement service. In July, more than two-thirds of the 25 million people accessing the Internet from home and work computers in Brazil visited retail Web sites, with MercadoLivre.com.br (10.1 million visitors), Buscape.com.br (4.8 million visitors) and Submarino.com.br (4.6 million visitors) attracting the greatest number of visitors.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

ShopTime.com.br, which had fewer visitors than several of its counterparts, saw the highest level of engagement among the top ten sites with an average of 6.8 minutes per visit. By comparison, visitors to top site MercadoLivre.com.br spent an average of just 3.8 minutes per visit, but they visited the site with greater frequency (4.7 average visits per visitor) than other retail sites.

Visitation and Engagement for Twenty Selected Retail Web Sites in
Brazil
July 2008
Total Brazil, Age 15+, Home and Work Locations
Source: comScore World Metrix

Selected Retail Web Sites	Total Unique Visitors (000)	Average Minutes per Visit	Average Visits per Visitor
Retail	17,395	4.8	7.4
MERCADOLIVRE.COM.BR	10,102	3.8	4.7
BUSCAPE.COM.BR	4,802	1.6	1.9
SUBMARINO.COM.BR	4,613	2.8	2.6
AMERICANAS.COM	4,284	5.1	2.5
BONDFARO.COM	1,324	1.2	1.5
SHOPTIME.COM.BR	1,316	6.8	1.8
MAGAZINELUIZA.COM.BR	1,232	4.9	2.0
UOL Brasil Shopping	1,120	1.7	1.4
GUIADOHARDWARE.NET	1,112	1.3	1.4
LIVRARIASARAIVA.COM.BR	1,068	4.6	1.8
EXTRA.COM.BR	1,009	4.6	1.9
ECONOMIZE.INFO	928	0.7	1.9
PONTOFRIO.COM.BR	852	4.6	1.6
COMPRAFACIL.COM.BR	830	5.8	1.7
iG Shopping	790	1.2	1.4
JACOTEI.COM.BR	784	1.3	1.6
ZURA.COM.BR	712	1.7	1.4
SHOPFACIL.COM.BR	665	0.9	3.8
NETSHOES.COM.BR	585	6.4	1.8
CASAVIDEO.COM.BR	527	6.3	1.6

*comScore Media Metrix monitors the online activities of individuals in Brazil within a universe defined as those aged 15+ who have accessed the Internet from either a home or a work computer in the past 30 days. It excludes traffic from public computers, such as Internet cafes or access from mobile phones/PDAs. Since a significant number of consumers in Brazil access the Internet from outside this universe definition,

comScore has developed an Extended Universe for the online population in Brazil, which is estimated differently than comScore's Total Internet estimate. comScore estimates Brazil's Extended Universe to be 56.2 million.

"Increasing numbers of Brazilian consumers are using the Internet as a resource to obtain information about products, comparison shop, and make online purchases," said Alex Banks, comScore's managing director of Latin American markets. "That many of the top sites in the retail category, such as MercadoLivre, Buscape, Submarino, and Americanas, include a comparison shopping functionality underscores the importance consumers place on being able to find the best prices online."

Consumer Electronics the Most Visited Retail Sub-Category

Consumer Electronics ranks as the most popular retail sub-category with more than 8.5 million visitors in July, nearly three times as many as the next most popular sub-category. Books ranked second with 3.1 million visitors, followed by toys (1.5 million visitors) and sports/outdoor (1.5 million visitors).

Ranking of Top Retail Sub-Categories
July 2008
Total Brazil, Age 15+, Home and Work Locations
Source: comScore World Metrix

Retail Sub-Category	Total Unique Visitors (000)	% Reach
Total Internet: Total Audience*	25,288	100.0
Consumer Electronics	8,542	33.8
Books	3,143	12.4
Toys	1,481	5.9
Sports/Outdoor	1,458	5.8
Apparel	1,198	4.7
Retail - Music	1,158	4.6
Retail - Movies	994	3.9
Fragrances/Cosmetics	954	3.8
Tickets	781	3.1
Flowers/Gifts/Greetings	540	2.1
Home Furnishings	284	1.2
Jewelry/Luxury Goods/Accessories	192	0.8

"In Brazil, consumer electronics sites Submarino.com.br and Americanas.com are key drivers behind the popularity of this category," added Mr. Banks. "Considering that consumer electronics are typically higher priced items, it's interesting to see that savvy Brazilian consumers are taking advantage of the online resources available."

Alex Banks will be joining a panel of speakers at the Conferencias E-lab: Las oportunidades del Comercio Electronico en Brasil y America Latina in Sao Paulo, Brazil on September 10, 2008.

For more information on comScore's capabilities in Latin America, please visit: http://www.comscore.com/about/info_req.asp.

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