

## comScore Media Metrix Ranks Top 50 U.S. Web Properties for January 2009

### --Tax, Job Search and Travel Sites See Growth as New Year Begins --Facebook Breaks into Top 10 Property Ranking for the First Time

RESTON, Va., Feb 19, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released its monthly analysis of U.S. consumer activity at the top online properties for January 2009 based on data from the comScore Media Metrix service. The Tax category led as the top-gaining category as January marked the beginning of tax season, while Job Search, Government and travel-related sites also witnessed strong gains.

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

"January has once again seen seasonal gains in the tax, career and travel categories, reflecting the typical American's tendency to plan for the New Year," commented Jack Flanagan, executive vice president of comScore Media Metrix. "This month also saw Facebook break into the Top 10 Properties ranking for the first time, reminding us that 2009 will likely continue to see growth in the adoption and usage of social media."

#### Traffic to Tax Sites Surges as Season Begins

January marked the beginning of tax season driving millions of Americans to the Tax category in preparation of filing their 2008 returns. The category witnessed a 176-percent gain to 24.7 million visitors, making it the top-gaining category for the month.

#### Career and Job Search Sites Gain as Job Losses Mount

January has historically been a strong month for career sites as the beginning of the New Year causes many Americans to reconsider their current career trajectory and future goals. However, the surge in visitors this January also reflects the millions of lost jobs across the nation, resulting in significant increases to both the Job Search category (up 42 percent to 26.7 million visitors) and Career Resources category (up 26 percent to 48.9 million visitors).

The Job Search category was led by CareerBuilder.com Job Search with 12.2 million visitors (up 34 percent versus December), Monster.com Job Search with 9.5 million visitors (up 42 percent), and Yahoo! HotJobs Job Search with 7.7 million visitors (up 38 percent).

#### Taxes, Unemployment and Salmonella Scare Drive Growth at Government Sites

Government sites grew 11 percent in January to nearly 90 million visitors, with tax preparation, unemployment benefits, a new Presidential administration, and the peanut butter salmonella warning all contributing to the category's gains. IRS.gov led the category with 14.7 million visitors, an increase of 240 percent from the previous month, as Americans prepared to file their 2008 tax returns. Millions of Americans affected by the economy sought information on unemployment benefits and other government assistance, propelling gains at several state government sites, including CA.gov (up 10 percent to 7.6 million visitors), State.TX.US (up 14 percent to 4.4 million visitors), and State.NY.US (up 17 percent to 3.5 million visitors).

Other gainers in the Government category included FDA.gov, the Web site for the Food and Drug Administration, which grew 277 percent to 3.8 million visitors as news broke of a salmonella outbreak involving peanut butter products, and WhiteHouse.gov, the official online home of the new Presidential administration, which jumped 197 percent to 3.7 million visitors as new President Barack Obama was sworn into office on January 20.

#### Travel Sites Gain in January as Americans Plan Spring Travel

Several travel subcategories witnessed strong gains in January as Americans looked for late-season winter travel deals and began planning their spring travel. Travel - Ground/Cruise sites jumped 46 percent to 13 million visitors, led by Vacations to Go.com Sites with 3.6 million visitors, while Travel - Hotels/Resorts grew 12 percent to 30 million visitors, led by Disney Travel with 4.8 million visitors. Travel - Online Travel Agents climbed 10 percent to nearly 40 million visitors, with Expedia Inc. ranking atop the category with 22.7 million visitors.

#### Top 50 Properties

Google Sites continued to lead as the most visited property in January with 151 million visitors, followed by Yahoo! Sites with 146.1 million visitors and Microsoft Sites with 125.6 million visitors. Facebook climbed one spot to capture the #10 position with 57.2 million visitors, marking the first time in its history that Facebook has reached the Top 10.

### Top 50 Ad Focus Ranking

Platform-A led the January Ad Focus ranking, reaching 91 percent of the nearly 192 million Americans online. Yahoo! Network ranked second, reaching 86 percent, while ValueClick Networks captured the third position with an 84-percent reach. Traffic Marketplace moved up one position in the ranking to #5 reaching 77 percent, while Tribal Fusion jumped three spots to #8 with a 75-percent reach.

TABLE 1  
comScore Top 10 Gaining Properties by Percentage Change in Unique Visitors\* (U.S.)  
January 2009 vs. December 2008  
Total U.S. - Home, Work and University Locations  
Source: comScore Media Metrix

	Total Unique Visitors (000)			Rank by Unique Visitors
	Dec-08	Jan-09	% Change	
Total Internet :				
Total Audience	190,650	191,863	1	N/A
TaxACT	549	5,883	972	205
H&R Block	1,611	6,073	277	196
IRS.GOV	4,313	14,663	240	69
Intuit	6,139	16,172	163	60
Oprah.com	2,539	5,077	100	232
Gamevance.com	6,644	12,170	83	91
Usmagazine.com	3,117	5,057	62	234
ABC.com	5,496	8,760	59	126
ED.gov	4,469	7,080	58	163
Indeed	5,167	7,541	46	157

\* Ranking based on the top 250 properties in January 2009.

TABLE 2  
comScore Top 10 Gaining Site Categories\* by Percentage Change in Unique Visitors (U.S.)  
January 2009 vs. December 2008  
Total U.S. - Home, Work and University Locations  
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Dec-08	Jan-09	% Change
Total Internet : Total Audience	190,650	191,863	1
Business/Finance - Taxes	8,935	24,703	176
Travel - Ground/Cruise	8,942	13,028	46
Career Services & Development - Job Search	18,826	26,702	42
Career Services & Development - Career Resources	38,911	48,900	26
Retail - Computer Software	30,186	37,545	24
News/Information - Politics	11,992	13,710	14
Travel - Hotels/Resorts	26,671	29,976	12
Government	80,564	89,662	11
Travel - Online Travel Agents	35,565	38,973	10
Business/Finance - Online Trading	10,758	11,743	9

\* Beginning with January 2009 comScore Media Metrix data, each media

entity in comScore's Client Focused Dictionary can only be classified into one content category and subcategory.

TABLE 3  
comScore Top 50 Properties (U.S.)  
January 2009  
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)
	Total Internet :				
	Total Audience	191,863			
1	Google Sites	151,010	26	Target Corporation	28,628
2	Yahoo! Sites	146,131	27	Time Warner - Excluding AOL	27,209
3	Microsoft Sites	125,568	28	Weatherbug Property	26,944
4	AOL LLC	108,441	29	Bank of America	26,322
5	Fox Interactive Media	90,510	30	United Online, Inc	26,048
6	Ask Network	74,742	31	Gorilla Nation	25,585
7	eBay	72,160	32	AT&T, Inc.	25,574
8	Amazon Sites	64,768	33	Answers.com Sites	25,563
9	Wikimedia Foundation Sites	62,737	34	Demand Media	25,447
10	FACEBOOK.COM	57,232	35	CareerBuilder LLC	24,750
11	Glam Media	55,293	36	Everyday Health	24,717
12	Turner Network	54,877	37	Shopzilla.com Sites	24,097
13	Apple Inc.	54,194	38	Photobucket.com LLC	23,928
14	CBS Corporation	53,539	39	WordPress	23,730
15	New York Times Digital	49,110	40	Real.com Network	23,359
16	Viacom Digital	46,510	41	Expedia Inc	22,703
17	Weather Channel, The	40,056	42	JPMorgan Chase Property	22,399
18	craigslist, inc.	39,437	43	Monster Worldwide	22,244
19	AT&T Interactive Network	38,184	44	Gannett Sites	21,829
20	Adobe Sites	35,315	45	WorldNow - ABC Owned Sites	21,586
21	Comcast Corporation	33,940	46	WebMD Health	21,185
22	Wal-Mart	33,513	47	iVillage.com: The Womens Network	21,002
23	Superpages.com Network	32,558	48	NBC Universal	20,974
24	Verizon Communications Corporation	32,412	49	WhitePages	19,351
25	Disney Online	30,345	50	ESPN	19,266

TABLE 4  
comScore Ad Focus Ranking (U.S.)  
January 2009  
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 %
------	----------	-----------------------	---------	------	----------	-----------------------	---------

Total Internet :						
	Total Audience	191,863	100%			
1	Platform-A**	174,586	91%	26	AdBrite**	89,649 47%
2	Yahoo! Network**	164,712	86%	27	YOUTUBE.COM	82,772 43%
3	ValueClick Networks**	160,261	84%	28	Centro - Potential Reach	81,559 43%
4	Google Ad Network**	158,481	83%	29	Vibrant Media**	79,908 42%
5	Traffic Marketplace**	146,903	77%	30	MYSPACE.COM*	75,639 39%
6	Yahoo! Sites	146,131	76%	31	NNN Total Newspapers: U.S.	74,800 39%
7	Specific Media**	145,929	76%	32	Ask Network	74,742 39%
8	Tribal Fusion**	143,869	75%	33	Pulse 360**	71,075 37%
9	Google	143,116	75%	34	Gorilla Nation Media - Potential Reach	68,684 36%
10	24/7 Real Media**	141,604	74%	35	IAC Ad Solutions - Potential Reach	66,759 35%
11	Tremor Media - Potential Reach	136,867	71%	36	Undertone Networks**	66,083 34%
12	Casale Media - MediaNet**	136,772	71%	37	Career Ad Network**	65,936 34%
13	Turn, Inc**	132,949	69%	38	ITN Digital Networks - Potential Reach	65,705 34%
14	Adconion Media Group**	130,717	68%	39	Kontera**	64,928 34%
15	interCLICK**	126,706	66%	40	TattoMedia**	61,677 32%
16	CPX Interactive**	125,764	66%	41	IB Local Network	58,414 30%
17	DRIVEpm**	125,255	65%	42	EBAY.COM	57,520 30%
18	ADSDAQ by ContextWeb**	121,022	63%	43	Adify**	57,380 30%
19	Revenue Science**	114,122	59%	44	FACEBOOK.COM	57,232 30%
20	Digital Broadcasting Group (DBG) - Potential Reach	111,698	58%	45	MSN.COM Home Page	56,481 29%
21	MSN-Windows Live	111,695	58%	46	Glam Media	55,293 29%
22	Collective Network**	111,322	58%	47	AMAZON.COM	54,562 28%
23	Burst Media**	109,043	57%	48	NNN Top 25	52,326 27%
24	AOL Media Network	108,441	57%	49	Business.com Network	51,586 27%
25	BrightRoll Video Network - Potential Reach	98,179	51%	50	QuadrantONE - Potential Reach	47,754 25%

Reach % denotes the percentage of the total Internet population that viewed a particular entity at least once in January. For instance, Yahoo! Sites was seen by 76 percent of the nearly 192 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 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 marketing intelligence. For more information, please visit <http://www.comscore.com/companyinfo>.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved