

Final Christmas Push Propels U.S. Online Holiday Spending to \$35.3 Billion, Up 15 Percent Versus Last Year

Christmas Day Sees Significant Spike in Digital Content & Subscription Sales as Consumers Load Up New Tablets, e-Readers and Music Devices

RESTON, Va., Dec. 28, 2011 /PRNewswire/ -- comScore (NASDAQ: SCOR), a leader in measuring the digital world, today reported holiday season retail e-commerce spending for the first 56 days of the November — December 2011 holiday season. For the holiday season-to-date, \$35.3 billion has been spent online, marking a 15-percent increase versus the corresponding days last year. The most recent week (ending Dec. 25) witnessed \$2.8 billion in spending, an increase of 16 percent versus the corresponding week last year.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

2011 Holiday Season To Date vs. Corresponding Days* in 2010			
Non-Travel (Retail) Spending			
Excludes Auctions and Large Corporate Purchases			
Total U.S. — Home & Work Locations			
Source: comScore, Inc.			
	Millions (\$)		
	2010	2011	Percent Change
November 1 — December 26	\$30,591	\$35,274	15%
Thanksgiving Day (Nov. 24)	\$407	\$479	18%
Black Friday (Nov. 25)	\$648	\$816	26%
Thanksgiving Weekend (Nov. 26-27)	\$886	\$1,031	16%
Cyber Monday (Nov. 28)	\$1,028	\$1,251	22%
Green Monday (Dec. 12)	\$954	\$1,133	19%
Free Shipping Day (Dec. 16)	\$942	\$1,072	14%
Week Ending Dec. 25	\$2,450	\$2,831	16%

*Corresponding days based on corresponding shopping days (November 2 thru December 27, 2010)

"Holiday e-commerce spending has remained strong throughout the season, and we have now reached a record \$35 billion in U.S. online sales for the season-to-date," said comScore chairman Gian Fulgoni. "We can now say with certainty that the \$1.25 billion spent on Cyber Monday will rank it as the heaviest online spending day of the season for the second consecutive year, but we should also note that it was accompanied by nine other billion dollar spending days this year."

Christmas Day Sees Huge Spike in Digital Content & Subscription Sales

One of the interesting e-commerce phenomena occurring over the past several years is the dramatic increase in Christmas Day purchases of Digital Content & Subscriptions, a retail category that includes digital downloads of music, TV, movies, e-books and apps. Not surprisingly, as many consumers get new smartphones, tablets, e-readers and digital content gift certificates for Christmas, they spend Christmas Day loading up their devices with new content.

On an average day during the 2011 holiday season-to-date (Nov. 1 — Dec. 26), Digital Content & Subscriptions accounted for 2.8 percent of retail e-commerce sales, but on Christmas Day the category accounted for more than 20 percent of sales. Consistent with past years, comScore expects sales for this category of products to remain elevated throughout the entire week following Christmas Day.

Weekly Online Holiday Retail Sales

Please follow this link to view image:

[http://www.comscore.com/Press Events/Press Releases/2011/12/Final Christmas Push Propels U.S. Online Holiday Spending to 35.3 Billion](http://www.comscore.com/Press%20Events/Press%20Releases/2011/12/Final%20Christmas%20Push%20Propels%20U.S.%20Online%20Holiday%20Spending%20to%2035.3%20Billion)

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.