

# Exhibit 3

to the

## Publisher Defendants' Opposition to Plaintiff's Motion to Exclude the Opinions and Testimony of Peter Horan



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OCTOBER 22, 2014



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# comScore Ranks the Top 50 U.S. Digital Media Properties for September 2014

RESTON, VA, October 22, 2014 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released its monthly ranking of U.S. online activity at the top digital media properties for September 2014 based on data from the comScore Media Metrix® and Media Metrix® Multi-Platform services. Google Sites ranked as the top multi-platform property with 233.2 million unique visitors/viewers across desktop and mobile, while also ranking as the top desktop property with 186.9 million visitors. AddThis topped the Ad Focus ranking with a U.S. desktop internet reach of 93.4 percent.

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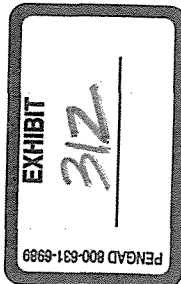
### Media Metrix Multi-Platform

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**comScore Top 50 Multi-Platform Properties (Desktop and Mobile) September 2014**  
 Total U.S. – Home and Work Locations  
 Source: comScore Media Metrix Multi-Platform

Rank	Property	Unique Visitors/Viewers (000)	Rank	Property	Unique Visitors/Viewers (000)
	Total Internet : Total Audience	249,426			
1	Google Sites	233,201	26	Yelp	72,714
2	Yahoo Sites	219,139	27	Conde Nast Digital	69,816
3	Facebook	202,652	28	Ask Network	67,062
4	AOL, Inc.	183,916	29	Pinterest.com	66,497
5	Microsoft Sites	173,747	30	WebMD Health	66,394
6	Amazon Sites	168,497	31	Fox Sports Digital - Sporting News Media	63,785



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7	CBS Interactive	142,281	32	Demand Media	62,679
8	Apple Inc.	137,173	33	Viacom Digital	61,352
9	Comcast NBCUniversal	132,555	34	craigslist, inc.	58,534
10	Mode Media (formerly Glam Media)	130,702	35	YP Sites	58,516
11	Turner Digital	123,945	36	Fox News Digital Network	58,171
12	eBay	110,506	37	NFL Internet Group	57,838
13	Gannett Sites	109,467	38	Vidible.tv	57,185
14	Wikimedia Foundation Sites	105,953	39	Vimeo	55,479
15	ESPN	93,956	40	Vox Media	55,261
16	Time Inc. Network (partial)	90,171	41	Disney Online	54,804
17	Linkedin	88,242	42	IHeartRadio Network	54,114
18	About	85,272	43	Adobe Sites	54,108
19	Pandora.com	84,879	44	Gawker Media	53,909
20	Twitter.com†	84,775	45	New York Times Digital	53,293
21	Weather Company, The	81,315	46	Netflix.com	51,911
22	Hearst Corporation	79,837	47	Meredith Digital	51,886
23	Answers.com Sites	79,493	48	WorldNow Sites	51,381
24	BuzzFeed.com	75,099	49	Target Corporation	50,757
25	Wal-Mart	73,215	50	WordPress.com*	50,739

† Beginning with September 2014 data, iPhone and iPad browser only measures for Twitter.com no longer include traffic to syndicated content served off-site. Due to a content implementation change by Twitter, comScore is now able to identify and exclude iOS traffic to syndicated Twitter feeds from Media Metrix Multi-Platform reporting.

#### comScore Top 50 Properties (Desktop Only)

September 2014

Total U.S. – Home and Work Locations

Source: comScore Media Metrix

Rank	Property	Unique Visitors (000)	Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	226,184			
1	Google Sites	186,923	26	Twitter.com	36,344
2	Yahoo Sites	165,482	27	Yelp	34,738
3	Microsoft Sites	153,057	28	Conde Nast Digital	33,017

4	Facebook	134,489	29	WebMD Health	32,297
5	AOL, Inc.	107,106	30	Adobe Sites	31,837
6	Amazon Sites	99,029	31	YP Sites	31,807
7	Mode Media (formerly Glam Media)	78,550	32	Dropbox Sites	30,072
8	CBS Interactive	72,673	33	Pinterest.com	29,992
9	Turner Digital	66,023	34	Fox Sports Digital - Sporting News Media	29,504
10	eBay	65,123	35	New York Times Digital	28,640
11	Wikimedia Foundation Sites	64,168	36	Fox News Digital Network	28,329
12	Comcast NBCUniversal	62,952	37	Viacom Digital	27,289
13	Apple Inc.	62,628	38	Vox Media	27,036
14	About	55,241	39	Verizon Communications Corporation	26,624
15	Gannett Sites	54,053	40	Target Corporation	25,865
16	Ask Network	52,000	41	IDG Network	25,628
17	Answers.com Sites	48,964	42	Purch	25,359
18	Linkedin	47,905	43	Meredith Digital	24,884
19	Time Inc. Network (partial)	43,138	44	Ziff Davis Tech	24,385
20	craigslist, inc.	41,208	45	Gawker Media	24,303
21	Weather Company, The	41,144	46	Netflix.com	24,193
22	ESPN	38,924	47	NFL Internet Group	23,467
23	Hearst Corporation	37,506	48	AT&T, Inc.	23,420
24	Wal-Mart	37,386	49	BuzzFeed.com	23,137
25	Demand Media	36,829	50	T365 - Tribune	23,109

## comScore Ad Focus Rankings (Desktop Only)

September 2014

Total U.S. – Home and Work Locations

Source: comScore Media Metrix

Top 30 Syndicated Ad Focus Entities				Top 20 Ad Networks/Buy Side Networks			
Rank	Property	Unique Visitors (000)	% Reach	Rank	Property	Unique Visitors (000)	% Reach
	<i>Total Internet: Total Audience</i>	226,184	100.0				
1	AddThis	211,271	93.4	1	Google Ad Network**	215,443	95.3
2	Google	179,289	79.3	2	Conversant (formerly ValueClick Networks)**	191,621	84.7

3	ShareThis	171,068	75.6	3	Yahoo Audience Network**	191,526	84.7
4	Outbrain	166,927	73.8	4	Casale Media - MediaNet**	182,664	80.8
5	Yahoo Sites	165,482	73.2	5	Criteo**	180,347	79.7
6	Facebook.com	132,186	58.4	6	RadiumOne**	174,430	77.1
7	YouTube.com	113,511	50.2	7	Burst Media**	166,153	73.5
8	AOL, Inc.	107,106	47.4	8	Advertising.com**	164,765	72.8
9	Bing	88,112	39.0	9	Collective Display**	162,668	71.9
10	Amazon.com*	81,675	36.1	10	Cox Digital Solutions - Network**	156,091	69.0
11	Mode Media (formerly Glam Media)	78,550	34.7	11	Exponential - Tribal Fusion**	145,262	64.2
12	MSN	68,008	30.1	12	Amobee**	142,092	62.8
13	Windows Live	66,617	29.5	13	Rocket Fuel**	125,664	55.6
14	About	55,241	24.4	14	SourceKnowledge Video Network**	118,568	52.4
15	5min Media Platform	54,574	24.1	15	Microsoft Media Network US**	112,363	49.7
16	Gannett Sites	54,053	23.9	16	Undertone Networks**	90,879	40.2
17	Ask Network	52,000	23.0	17	Vibrant Media**	87,470	38.7
18	Answers.com Sites	48,964	21.6	18	AdBlade Network**	80,423	35.6
19	LinkedIn	47,905	21.2	19	Specific Media**	79,780	35.3
20	CNN	44,641	19.7	20	VigLink**	73,890	32.7
21	NBC News Digital	41,366	18.3				
22	Blogger	39,553	17.5	<b>Top DSP/SSP/Ad Exchange Entities</b>			
23	CBS News	39,138	17.3	1	Rubicon Project**	186,981	82.7
24	ESPN	38,924	17.2	2	Fulcrum5**	182,368	80.6
25	Demand Media	36,829	16.3	3	OpenX**	144,952	64.1
26	Weather Channel, The	36,565	16.2	4	engage:BDR**	34,286	15.2
27	Twitter.com	36,344	16.1				
28	Walmart.com	34,854	15.4				
29	Yelp	34,738	15.4				
30	Apple.com	34,585	15.3				

Reach % denotes the percentage of the total internet population that viewed a particular entity at least once in September. For instance, Yahoo Sites was seen by 73.2 percent of the 226 million internet users in September.

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

\*\* Indicates that the entity is an advertising network.

#### About comScore Media Metrix Multi-Platform

comScore Media Metrix Multi-Platform offers comprehensive reporting on more than 300,000

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digital media entities, including their unduplicated audience size, demographic composition, engagement, performance within key user segments and behavioral trends. All of these metrics are measured across multiple digital media platforms, including desktop computers, smartphones and tablets, and content delivery vehicles, including websites, videos and apps. These platforms are unified using both panel- and census-based methods to deliver a holistic view of media companies' total digital populations.

**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 on desktop computers 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 digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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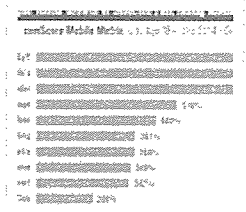
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