

# Beverage Website Exposure

## Ranking by average unique youth visitors (2-17 years) per month in 2013

Includes data for websites featuring sugary drink or energy drink content in 2013\*

Rank	Company	Brand	Category	Websites	Average unique visitors per month (000)						2013 average for all youth visitors (2-17 years)			
					Children (2-11/12 years)****			Teens (12/13-17 years)****			Avg visits per month	Avg time spent (min)	Avg pages per month	Quarters with data available
					2010	2013	Change	2010	2013	Change				
1	Innovation Ventures	5-hour Energy	Energy drink	5HourEnergy.com	1.6	11.4	633%	13.2	116.8	785%	1.1	1.2	1.3	4
2	Coca-Cola	Coca-Cola	Soda brand	MyCokeRewards.com	42.0	12.6	-70%	128.9	58.9	-54%	1.7	7.0	19.6	4
3	Red Bull	Red Bull	Energy drink	RedBull.com	0.7	1.0	41%	11.8	34.8	195%	1.1	1.4	2.2	4
4	PepsiCo	Pepsi	Soda brand	Pepsi.com	2.3	2.8	22%	15.4	32.6	112%	1.1	1.3	2.2	4
5	Red Bull	Red Bull	Energy drink	RedBullUSA.com	**	2.0		**	23.2		2.7	1.6	7.1	4
6	PepsiCo	Gatorade	Sports drink	Gatorade.com	9.7	0.5	-95%	20.0	21.6	8%	1.1	1.2	1.5	4
7	Dr Pepper Snapple Group	Dr Pepper	Regular soda	DrPepper.com	4.8	1.9	-61%	38.2	16.1	-58%	1.1	1.3	1.8	4
8	Monster Beverage Corporation	Monster Energy	Energy drink	MonsterEnergy.com	0.8	0.5	-44%	23.3	15.5	-34%	1.2	2.6	7.5	4
9	PepsiCo	PepsiCo	Company	PepsiCo.com	1.1	3.5	213%	10.7	10.6	-1%	1.2	1.9	4.6	4
10	Coca-Cola	Coca-Cola	Company	Coca-ColaCompany.com	**	0.7		**	9.7		1.2	1.5	2.0	4
11	Coca-Cola	Coca-Cola	Company	Coca-ColaScholars.org	0.1	***		8.1	10.3	27%	1.6	7.5	13.4	4
12	Coca-Cola	Vitamin Water	Flavored water	VitaminWater.com	**	***		**	9.3		1.1	1.1	1.7	4
13	PepsiCo	Mtn Dew	Soda brand	MountainDew.com	1.7	0.2	-88%	10.7	8.3	-23%	1.4	1.0	1.7	4
14	Rockstar	Rockstar	Energy drink	RockstarMayhemFest.com	**	0.9		**	6.9		***	***	***	3
15	Coca-Cola	NOS	Energy drink	DrinkNOS.com	**	0.7		0.4	6.5	1428%	1.2	0.7	2.1	4
16	Coca-Cola	Coca-Cola	Soda brand	Coca-Cola.com	1.9	0.6	-67%	32.6	5.3	-84%	***	***	***	4
17	Ocean Spray	Ocean Spray	Other sugary drink brand	OceanSpray.com	7.6	0.7	-91%	3.4	4.6	34%	***	***	***	4
18	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	Snapple.com	2.8	0.1	-97%	4.4	4.9	12%	***	***	***	4
19	Coca-Cola	Coca-Cola	Soda brand	ICoke.com	**	0.2		**	4.0		***	***	***	4
20	Welch Foods Inc.	Welch's	Other sugary drink brand	Welchs.com	0.2	0.2	-16%	3.1	3.3	6%	1.1	0.7	1.3	4
21	Arizona	Arizona	Other sugary drink brand	DrinkArizona.com	0.1	0.6	474%	1.0	2.5	152%	***	***	***	2
22	Coca-Cola	Sprite	Soda brand	Sprite.com	2.1	1.0	-51%	7.0	1.8	-74%	***	***	***	4
23	Coca-Cola	Coca-Cola	Soda brand	LivePositively.com	0.3	0.1	-80%	5.2	2.7	-48%	***	***	***	3
24	Coca-Cola	Coca-Cola	Soda brand	MyCoke.com	4.7	0.4	-91%	28.4	2.0	-93%	***	***	***	4
25	Red Bull	Red Bull	Energy drink	RedBull.tv	**	***		**	2.3		***	***	***	3
26	Rockstar	Rockstar	Energy drink	RockstarUpRoar.com	**	***		**	2.3		***	***	***	2

Most



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Beverage Website Exposure Conf'd

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					2010	2013	Change	2010	2013	Change				
27	Campbell Soup Company	V8	Other sugary drink brand	V8Juice.com	0.8	0.8	8%	2.0	1.4	-28%	***	***	***	4
28	Novamex	Jarritos	Regular soda	Jarritos.com	**	0.0		**	1.5		***	***	***	2
29	Rockstar	Rockstar	Energy drink	Rockstar69.com	0.6	0.0	-91%	5.1	1.4	-72%	***	***	***	2
30	Dr Pepper Snapple Group	Crush	Regular soda	CrushSoda.com	**	0.1		0.2	1.1	661%	***	***	***	4
31	BYB Brands, Inc.	Tum E Yummies	Fruit drink	TumEYummies.com	**	0.7		**	0.5		***	***	***	2
32	Coca-Cola	Powerade	Other sugary drink brand	Powerade.com	**	0.1		**	1.1		***	***	***	4
33	Coca-Cola	Coca-Cola	Company	TheCoca-ColaCompany.com	3.5	***		11.3	1.1	-91%	***	***	***	3
34	Coca-Cola	Fanta	Regular soda	Fanta.com	0.8	0.3	-62%	8.3	0.7	-91%	***	***	***	4
35	Red Bull	Red Bull	Energy drink	RedBullFlugTagUSA.com	**	***		**	0.9		***	***	***	3
36	PepsiCo	AMP Energy	Energy drink	AmpEnergy.com	**	***		2.6	0.7	-72%	***	***	***	3
37	Dr Pepper Snapple Group	Dr Pepper Snapple Group	Company	DrPepperSnappleGroup.com	0.1	***		2.4	0.6	-73%	***	***	***	4
38	Dr Pepper Snapple Group	7UP	Soda brand	7Up.com	0.5	***		1.6	0.6	-64%	***	***	***	2
39	Dr Pepper Snapple Group	A&W	Soda brand	AAndWRootBeer.com	**	0.1		**	0.5		***	***	***	4
40	Coca-Cola	Minute Maid	Other sugary drink brand	MinuteMaid.com	**	0.2		**	0.3		***	***	***	3
41	Coca-Cola	Coca-Cola	Soda brand	Coca-ColaStore.com	**	0.1		2.7	0.4	-85%	***	***	***	4
42	Red Bull	Red Bull	Energy drink	RedBullMusicAcademy.com	**	***		**	0.5		***	***	***	4
43	Red Bull	Red Bull	Energy drink	RedBullStratos.com	**	***		**	0.4		***	***	***	1
44	PepsiCo	Aquafina	Other sugary drink brand	Aquafina.com	**	***		**	0.4		***	***	***	1
45	PepsiCo	Mtn Dew	Regular soda	GreenLabelSound.com	**	***		3.1	0.4	-87%	***	***	***	2
46	PepsiCo	Tropicana	Other sugary drink brand	Tropicana.com	9.8	***		13.2	0.4	-97%	***	***	***	4
47	PepsiCo	Mtn Dew	Soda brand	MountainDewGameFuel.com	**	***		**	0.2		***	***	***	2
48	Unilever	Lipton	Other sugary drink brand	Lipton.com	**	***		**	0.2		***	***	***	1
49	PepsiCo	Sierra Mist	Regular soda	SierraMist.com	**	***		0.0	0.2		***	***	***	1
50	PepsiCo	Mtn Dew	Regular soda	GreenLabelArt.com	0.2	***		11.7	0.1	-99%	***	***	***	1

Least

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Beverage Website Exposure conf'd

COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Average unique visitors per month (000)		2013 average for all youth visitors (2-17 years)			
		Children (2-11/12 years)****	Teens (12/13-17 years)****	Avg visits per month	Avg time spent (min)	Avg pages per month	Quarters with data available
		2013	2013				
1	Innovation Ventures	11.4	116.8	1.1	1.2	1.3	4
2	Coca-Cola	18.8	107.5	1.5	5.5	13.1	4
3	PepsiCo	11.0	108.4	1.2	1.9	3.6	4
4	Red Bull	3.0	58.5	1.5	1.7	4.0	4
5	Dr Pepper Snapple Group	2.4	25.6	1.1	1.2	1.9	4
6	Monster Beverage Corporation	0.5	15.5	1.2	2.6	7.5	4
7	Ocean Spray	0.7	4.6	***	***	***	4
8	Welch Foods Inc.	0.2	3.3	1.1	0.7	1.3	4
9	Arizona	0.6	2.5	***	***	***	2
10	Campbell Soup Company	0.8	1.4	***	***	***	4
11	Novamex	0.0	1.5	***	***	***	2
12	BYB Brands, Inc.	0.7	0.5	***	***	***	2

\*Includes websites with enough youth visitors (2-17 years) for comScore to measure

\*\*Brand or company-level data were not included in 2010 analysis

\*\*\* Data not available due to low numbers of youth visitors

\*\*\*\*comScore changed the age ranges for children and teens: 12-year-olds were classified as teens in 2010 and Jan-June 2013, but classified as children in July-Dec 2013

Shading indicates children's product

Source: comScore Media Metrix Key Measures Report (January-December 2013)