

U.K. Teens and Young Adults Spend 24 Percent More Time Online Than the Average Internet User

Social Networking Sites such as Facebook.com, Bebo.com, and Tagged.com are Favored

London, U.K., June 11, 2007 – comScore, a leader in measuring the digital world, today released a report examining the online activities of people age 15 to 25 in the U.K., finding that they were 25% more likely to be online than the general population and spent 24% more time online than the average Internet user in April 2007.

"The higher use of the Internet among those aged 15 to 24 reflects the fact that this age group has grown up online, demonstrating how integral the Internet is to their lives," said Bob Ivins, EVP and managing director of comScore Europe.

U.K. Online Population – Pages Viewed and Time Spent

April 2007

Total U.K., Age 15+ – Home and Work Locations

Source: comScore World Metrix

| Age Group | Share of General Population* | Share of Online Population | Online Population Index** | Share of Page Views | Page View Index*** | Share of Time Spent | Time Spent Index*** |
|-----------|------------------------------|----------------------------|---------------------------|---------------------|--------------------|---------------------|---------------------|
| 15-24 | 16% | 20% | 125 | 24% | 122 | 25% | 124 |
| 25-34 | 15% | 19% | 125 | 20% | 103 | 19% | 98 |
| 35-44 | 19% | 23% | 125 | 24% | 101 | 23% | 99 |
| 45-54 | 16% | 19% | 119 | 19% | 96 | 20% | 101 |
| 55+ | 34% | 18% | 53 | 13% | 75 | 14% | 76 |

*U.K. population, age 15+, cited from U.S. International Database (<http://www.census.gov/ipc/www/idbnew.html>)

**Online population indexed to offline population by age group

***Page views and time spent indexed to share of online population

"The fact that teens and young adults in the U.K. over-index in engagement metrics like time spent and page-views is an indication of their comfort with the Internet compared to the average user. Younger people use the Web for communications, content, community and commerce more than other age segments," commented Ivins.

The five most popular sites for the 15 to 24 year age group mirrored those for the general population except for the fifth position where Fox Interactive Media, whose property MySpace boosted it to fifth place over BBC Sites, the fifth-most popular property for the overall U.K. online audience.

Top U.K. Properties by Age Group

Ranked by Unique Visitors (000)

April 2007

All U.K. - Home and Work Locations

Source: comScore World Metrix

| Age 15-24 | | | Age 15+ | | |
|-----------------|-----------------------|---------|-----------------|-----------------------|---------|
| | Unique Visitors (000) | % Reach | | Unique Visitors (000) | % Reach |
| Google Sites | 5,934 | 95.9 | Google Sites | 27,374 | 87.9 |
| Microsoft Sites | 5,890 | 95.2 | Microsoft Sites | 26,950 | 86.5 |
| eBay | 4,462 | 72.1 | eBay | 21,563 | 69.2 |
| Yahoo! Sites | 4,018 | 64.9 | Yahoo! Sites | 20,094 | 64.5 |

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|-----------------------|-------|------|-----------|--------|------|
| Fox Interactive Media | 3,954 | 63.9 | BBC Sites | 17,888 | 57.4 |
|-----------------------|-------|------|-----------|--------|------|

The comScore study revealed that many of the sites with particular appeal to the 15 to 24 age segment fall into the Social Networking category, including Facebook.com, Bebo.com and Tagged.com. Other properties with strong teen and young adult appeal include ARTISTdirect Network and Alloy, which are news and entertainment sites.

"Web properties with a significant proportion of younger visitors represent an opportunity for advertisers to efficiently reach a younger audience with a targeted message," stated Ivins.

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|--|-----------------------|-----------|---------|
| Top 5 U.K. Youth Properties | | | |
| Ranked by Percentage of Audience Age 15-24 | | | |
| April 2007 | | | |
| Total U.K. – Home and Work Locations | | | |
| Source: comScore World Metrix | | | |
| | Unique Visitors (000) | | |
| | Total Online, Age 15+ | Age 15-24 | % 15-24 |
| FACEBOOK.COM | 3,694 | 1,841 | 50% |
| BEBO.COM | 8,302 | 3,545 | 43% |
| Alloy | 2,358 | 989 | 42% |
| TAGGED.COM | 2,578 | 957 | 37% |
| ARTISTdirect Network | 4,577 | 1,695 | 37% |

About comScore

comScore, Inc. is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behaviour, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behaviour and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. For more information, please visit www.comscore.com.

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