Bloggers Are Heavy Consumers of Content at News and Entertainment Web Sites

Content from Digg.com and PerezHilton.com Consumed by Heavy Bloggers

RESTON, Va., March 10, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a study using its comScore Segment Metrix tool, which showed that heavy users of U.S. blog sites (i.e. "heavy bloggers") are significantly more likely than the average Internet user to consume news and entertainment content online.

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

"As blogs continue to grow in both quality and audience size, both traditional and non-traditional advertisers are increasingly putting their online ad dollars towards reaching this group of consumers," said Jack Flanagan, executive vice president of comScore. "This highly informed, tech savvy, and entertainment-oriented consumer segment is consistent with the profile of an 'influencer,' which is of course a particularly attractive audience to reach."

Heavy Bloggers are Heavy Consumers of News and Entertainment Content

For purposes of this study, heavy bloggers are defined as the heaviest 20 percent of blog visitors who account for 84 percent of all the time spent on blogging sites. Given that blogs can often be described as both informative and entertaining, it is not surprising that heavy users of blog sites are more likely than the average Internet user to consume news and entertainment content online. They are significantly more likely to consume content at politics and general news sites, and also consume a disproportionate amount of content on entertainment news, humor, movies and photo-sharing sites.

Highest Site Category Engagement Among Heavy Bloggers
January 2008
Total U.S. -- Home/Work/University Locations
Source: comScore Segment Metrix

Site Category	Composition Index -- Page Views*
Total Internet	100
Blogs	428
Politics	240
Web Hosting	224
Entertainment -- News	199
Humor	158
Reference	153
Entertainment -- Movies	147
Books	146
General News	141
Photos	139

 *Composition Index -- Page Views = number of page views among heavy
  bloggers/number of page views among total Internet audience x 100; Index
  of 100 represents parity.

Heavy Bloggers are Heavy Consumers of Content at Digg.com and PerezHilton.com

Consistent with the site category findings, heavy bloggers are heavy consumers of content from several individual news and

entertainment sites. Heavy bloggers consumed more than three times as much content on social news ranking site Digg.com as the average Internet user, and also exhibited well above average consumption of content at other news sites, including CTVGlobeMedia, DrudgeReport.com, HuffingtonPost.com, Salon.com and ABC News Digital. On the entertainment side, heavy bloggers skewed towards content at PerezHilton.com and CollegeHumor Network. Heavy usage of webhosting sites Rapidshare AG and Megaupload.com also suggest that heavy bloggers are tech savvy and online do-it-yourselfers.

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Highest Site Engagement among Heavy Bloggers
(Excluding Sites in the Blogs Category)
January 2008
Total U.S. -- Home/Work/University Locations
Source: comScore Segment Metrix
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Category	Composition Index – Page Views*
Total Internet	100
DIGG.COM	358
PEREZHILTON.COM	320
CTVGlobeMedia	310
RapidShare AG	303
DRUDGEREPORT.COM	295
MEGAUPLOAD.COM	288
HUFFINGTONPOST.COM	285
SALON.COM	283
ABCNEWS DIGITAL	278
CollegeHumor Network	270

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 *Composition Index -- Page Views = number of page views among heavy
  bloggers/number of page views among total Internet audience x 100; Index
  of 100 represents parity.
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About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit http://www.comscore.com/boilerplate.

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