



## **The World Economic Forum Announces Technology Pioneers for 2007: comScore Networks, Inc. Selected**

**RESTON, Va., December 4, 2006** - The World Economic Forum today announced 47 Technology Pioneers for 2007. comScore Networks, a global leader in measuring the digital age, has been selected as one of these Technology Pioneers. The Technology Pioneers were nominated by the world's leading venture capital and technology companies. The final selection from 225 nominees was made by a panel of leading technology experts appointed by the World Economic Forum. Technology Pioneers 2007 are invited to attend the Annual Meeting of the World Economic Forum to be held in Davos, Switzerland from 24-28 January 2007.

comScore Networks is proud to be named a 2007 Technology Pioneer by the World Economic Forum and will be represented by comScore co-founder, President and CEO Dr. Magid Abraham. comScore provides comprehensive online metrics such as competitive sales trends, market share, and consumer loyalty dynamics for measuring e-commerce, search, streaming video and online radio. comScore is the only source of Internet activity measurement on a worldwide basis as well as within 30 individual countries. The Internet industry relies on these data to establish market strategies, identify opportunity segments and sell advertising services to Global 1000 companies. Advertising agencies use comScore data to develop effective digital media plans, and marketers use them to develop online growth strategies. All parties also use the data to measure the effectiveness of their marketing efforts. In fact, comScore metrics are so influential that they can affect the stock prices of public Internet companies.

"Before comScore's founding, metrics such as competitive sales trends, market share, and consumer loyalty dynamics were not available in the online world," said Dr. Abraham. "comScore met this significant need through the creation of innovative technology and the recruitment of a consumer panel of two million global Internet users, whose online behavior is continuously and confidentially collected. This was a breakthrough in the market research industry where panels for tracking consumer behavior rarely exceeded 50,000 households."

Continued Dr. Abraham: "As the Internet and digital technology force the world to re-think every aspect of business, comScore is at the center of these changes. We are proud of the role we play in the continued development of the Internet and other digital media. For example, in order to accelerate growth, media markets typically require objective third party data to be used in the buying and selling of advertising. By providing such data on a global basis, comScore helps the industry monetize its services, fund innovation and pay for services that Internet users enjoy for free around the World."

Technology Pioneers are companies that have been identified as developing and applying highly transformational and innovative technologies in the areas of energy, biotechnology and health, and information technology. This year's class of companies has been selected not only because of the cutting-edge work undertaken by these organizations, but also because their work has potential long-term impact on business and society.

"comScore is proud to be the only market research firm worldwide to be recognized as a 2007 Technology Pioneer by the World Economic Forum," commented Dr. Abraham.

More than half (27) of the Technology Pioneers 2007 are U.S.-based companies, with 13 located in California. The United Kingdom boasts six Technology Pioneers 2007; the Netherlands, India, Israel and Singapore boast two each; Canada, Denmark, Finland, Ireland, Sweden and Switzerland have one each.

"The competition to become a Technology Pioneer has been more intense than ever. It is evident that technology and innovation is playing a key role in the shifting power equation at a global level. Driving this shift is the tremendous amount of innovation taking place outside of traditional hubs. The wide geographic spread of this year's Technology Pioneers is a testament to this trend. We are pleased to welcome these exciting companies to our Community of Technology Pioneers, and look forward to engaging these industry leaders of the future into the community of the World Economic Forum", said Peter Torreele, Managing Director of the World Economic Forum.

To be selected as a Technology Pioneer, a company must be involved in the development of life-changing technology innovation and have the potential for long-term impact on business and society. In addition, it must demonstrate visionary leadership, show all the signs of being a long-standing market leader - and its technology must be proven. Previous Technology Pioneers have included Autonomy, Cambridge Silicon Radio, Encore Software, Google and Millennium Pharmaceuticals.

Go to [www.weforum.org/techpioneers/2007](http://www.weforum.org/techpioneers/2007) for the entire list of Technology Pioneers and interviews with the CEOs of the selected companies.

The selection criteria include:

- 1) *Innovation*. The company's technology must be truly innovative. A new version or repackaging of an already well-accepted technological solution does not qualify as an innovation. The innovation should be recent - not more than two years old. The company should invest significantly in R&D.
- 2) *Potential Impact*. This company's technology must have the potential to have a substantial long-term impact on business and society in the future.
- 3) *Growth and Sustainability*. The company should have all the signs of being a long-term market leader and should have well-formulated plans for future development and growth.
- 4) *Proof of Concept*. The company must have a product on the market or have proven practical applications of the technology. Companies in "stealth" mode and companies with untested ideas or models will not qualify.
- 5) *Leadership*. The company must have visionary leadership that plays a critical role in driving the company towards reaching its goals.
- 6) *Status*. The company must not currently be a Member of the World Economic Forum. This criterion applies to the parent company - thus wholly-owned subsidiaries of large firms are not eligible.

### **About the World Economic Forum**

The World Economic Forum (<http://www.weforum.org>), based in Geneva, Switzerland, is an independent organization committed to improving the state of the world. Funded by the contributions of 1,000 of the world's foremost corporations, the Forum acts in the spirit of entrepreneurship in the global public interest to further economic growth and social progress. The Forum serves its members and society by creating partnerships between and among business, political, intellectual and other leaders of society to define, discuss and advance key issues on the global agenda. Incorporated in 1971 as a foundation, the World Economic Forum is impartial and not-for-profit, and is tied to no political, partisan or national interests. In 1995 the Forum was awarded NGO consultative status with the Economic and Social Council of the United Nations.

### **Notes to Editors:**

Go to [www.weforum.org/techpioneers/2007](http://www.weforum.org/techpioneers/2007) for the entire list of Technology Pioneers and interviews with the CEOs of the

selected companies. For more specific information, please e-mail: [tech.pioneers@weforum.org](mailto:tech.pioneers@weforum.org).

Download print-quality high resolution photographs of the CEOs of the selected companies at:  
[www.pbase.com/forumweb/techpioneers2007](http://www.pbase.com/forumweb/techpioneers2007)

### **About comScore Networks**

comScore Networks is a global leader in measuring the digital age. 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 behavior, 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 behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

Contact:  
Michael Rubin  
Analyst  
comScore Networks  
(312) 775-6538  
[press@comscore.com](mailto:press@comscore.com)