New comScore API Enables Direct Integration of comScore Data With Clients' Data Systems

New API Offers Great Efficiency and Interoperability Benefits

RESTON, Va., Nov 15, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the introduction of the comScore MyMetrix Application Programming Interface ("API"), a means by which comScore clients can retrieve comScore data in XML format directly from comScore databases and integrate it with their own internal data sources and systems.

"Our clients ran about 3.3 million reports last year, an 80-percent increase versus the previous year," said Linda Boland Abraham, comScore executive vice president of product management. "The comScore MyMetrix API addresses the growing need to integrate comScore data with other data sources in an automated and seamless way. As businesses increasingly utilize complex reporting and customer targeting applications based on multiple data sources, publishers and advertisers have a need for an optimized and customizable solution that can deliver critical business intelligence directly to their core marketing planning and analysis systems."

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    Some of the key benefits offered by comScore MyMetrix API include:

    -- Simplified access - Direct access to comScore databases

    -- Reduced operational costs - Reports that are currently run and
       downloaded manually every month can now be automated, with minimal
       intervention required

    -- Customization - Can use in-house report generation tool in addition to
       standard syndicated reporting interface

    -- Multi-channel data integration, synchronization and centralization -
       Create holistic view by combining internal reporting systems, CRM
       solutions and databases with comScore data sources

    -- Access to archived data - Ability to develop an internal archive of
       comScore data that extends beyond what is available through the
       MyMetrix interface at a given point in time

    -- Increase business intelligence and efficiency - Spend less time running
       and downloading reports and more time analyzing data and increasing
       business intelligence
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Currently, the comScore MyMetrix API is available for integration with the following comScore services: Media Metrix, Local Markets, World Metrix, Plan Metrix, Ad Metrix, Video Metrix and Campaign Metrix. Other services, including qSearch 2.0, will be available in the near future.

"We were very excited to learn about the comScore Media Metrix API," said John Sollecito, Vice President, Digital Media Research, MTV Networks. "Our digital research needs require that we integrate Media Metrix data with internal data sources and systems in order to develop the holistic business intelligence we need. The comScore Media Metrix API enables us to ingest comScore data very efficiently, allowing MTV Networks to spend more time analyzing and making sound business decisions based on these valuable data."

The comScore MyMetrix API can be accessed by any framework that supports connecting to SOAP-based web services, such as Microsoft.NET, Java, Perl, Python, etc.

To request more information on comScore Web API Services, please visit: http://www.comscore.com/contact.

About comScore

comScore, Inc. (NASDAQ: SCOR) 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 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 analysts 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 more than 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, NestlA(C), Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit http://www.comscore.com.

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