

comScore Study Highlights Rapid Emergence of Vertical Ad Networks for Reaching Engaged, Targeted Audiences

--People Reached by Vertical Ad Networks Exhibit Substantially Higher Engagement With Site Category Content than Average Visitors

RESTON, Va., April 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today released the results of a study of vertical ad networks, which target ads to specific audiences online according to demographic or category content. Vertical ad networks include entities such as Adify Media, Federated Media, Glam Media and Travel Ad Network, among numerous others. The study showed that the collective reach of vertical ad networks tracked by comScore has increased substantially in the past year, from 21.5 percent of the total U.S. Internet audience in March 2008 to 57.1 percent in March 2009.

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

Growth in Vertical Ad Network Reach
 March 2009 vs. March 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore

Category	Mar-08	Mar-09	Percent Change
Total U.S. Internet Audience	188,010	192,173	2%
Vertical Ad Networks - Unique Visitors (000)	40,343	109,757	172%
Vertical Ad Networks - Reach (%)	21.5%	57.1%	166%

"comScore research indicates that vertical ad networks are a growing phenomenon in the online advertising space, in part because of their ability to deliver engaged, targeted audiences," said Lesle Litton, VP, Media at comScore. "As more vertical ad networks prove their ability to effectively reach specific target audiences by aggregating mid-tail publisher sites, the industry will likely give greater consideration to these emerging ad delivery channels."

People Reached by Vertical Ad Networks Exhibit High Category Engagement

The study showed that vertical ad networks were effective in reaching people with significantly higher than average engagement in their respective content categories. Of the five segments studied, people reached by vertical ad networks spent at least 60 percent more time in those site categories than the average category visitor. For example, people reached in the Gaming segment spent 423 minutes per visitor on sites in that category, 123 percent higher than the average visitor.

Category Engagement of People Reached via Vertical Ad Networks
 March 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore

Site Category	Average Minutes per Visitor		
	People Reached by Vertical Ad Network	Average Category Visitor	Index*
Gaming	422.9	190.0	223
Entertainment	417.8	191.4	218
Community	136.2	82.1	166
News/Information	123.8	77.3	160
Health	54.2	31.7	171

* Index = Time Spent by Vertical Ad Network visitors / Time Spent by Category Visitors x 100; Index of 100 indicates average representation

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