

Worldwide Online Gaming Community Reaches 217 Million People

Online Gaming Web sites Average Nine Visits per Visitor Each Month

LONDON, July 10, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a global study into online gaming, showing the number of unique visitors to these sites to have reached almost 217 million worldwide -- a year-on-year growth of 17 percent.

The comScore World Metrix study took into account all sites that provide online or downloadable games, excluding gambling sites. The sector attracted 28 percent of the total worldwide online population in May and recorded an average of 9 visits per visitor. Said Bob Ivins, EVP and managing director of comScore Europe:

"With one in four Internet users visiting a gaming site, playing games online is extremely popular. The fact that these websites are pulling in over a quarter of the total worldwide Internet population shows what a global phenomenon gaming has become. The potential of the online gaming arena should be especially appealing for advertisers, as the average online gamer visits a gaming site 9 times a month."

Yahoo! Games was the largest property, attracting 53 million unique visitors. MSN Games followed in second place, having grown by 16 percent since May 2006 to reach 40 million unique visitors in May 2007. Both properties provide a mixture of strategy, trivia, arcade, and board games, with puzzle and card games proving to be the most popular choices for gamers in both cases.

The fastest-growing Top 10 gaming property was WildTangent Network, a US company that makes online and downloadable games, which grew by 398 percent year-on-year to attract 11.5 million unique visitors in May 2007. The site also attracted an average 12.2 visits per visitor, notably higher than any of the other top 10 gaming properties.

Regional Breakdown of Top 10 Worldwide Gaming Properties
 Ranked by Worldwide Unique Visitors
 May 2007 vs. May 2006
 Total Worldwide, Age 15+ - Home and Work Locations*
 Source: comScore World Metrix

Property	Total Unique Visitors (000)			May 2007	
	May-06	May-07	% Change	% Reach	Average Visits per Visitor
Total					
Internet :					
Total Audience	705,644	771,997	9.4	100.0	54.8
Online Gaming	185,992	216,715	16.5	28.1	8.9
1 Yahoo! Games	52,969	52,796	-0.3	6.8	4.2
2 MSN Games	34,915	40,335	15.5	5.2	2.5
3 MINICLIP.COM	25,554	30,249	18.4	3.9	3.8
4 EA Online	30,525	21,220	-30.5	2.7	9.3
5 Shockwave.com Sites	N/A	15,689	N/A	2.0	2.5
6 FREEONLINEGAMES.COM	10,050	13,660	35.9	1.8	2.3
7 ADDICTINGGAMES.COM	N/A	13,161	N/A	1.7	4.7
8 RealArcade Sites	15,950	12,520	-21.5	1.6	2.7
9 Zylom	7,271	12,471	71.5	1.6	5.7
10 WildTangent Network	2,329	11,584	397.5	1.5	12.2

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

The popularity of individual properties varied significantly between geographical locations. Yahoo! Games dominated the North American and Asia-Pacific continents, registering 18.7 million and 20.9 million unique visitors respectively. In Europe however, the Yahoo! property proved to be the fourth-most popular gaming site with 8.6 million unique visitors. MSN Games, the second-most popular gaming site in the world, was more consistent in geographical take-up, proving to be either the most or the second-most popular site in every geographical location.

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Property	Total Unique Visitors (000)					
	Worldwide	Europe	North America	Latin America	Asia-Pacific	Middle East - Africa
Total						
Internet :						
Total Audience	771,997	222,924	177,455	53,042	283,519	35,058
Online Gaming	216,715	66,371	61,498	13,539	65,230	10,077
1 Yahoo! Games	52,796	8,607	18,680	2,598	20,920	1,990
2 MSN Games	40,335	13,833	12,304	4,853	6,822	2,522
3 MINICLIP.COM	30,249	13,430	7,150	2,554	5,332	1,782
4 EA Online	21,220	5,663	11,533	773	2,683	568
5 Shockwave.com Sites	15,689	4,818	5,353	1,514	3,267	738
6 FREEONLINEGAMES.COM	13,660	6,111	2,568	996	2,972	1,013
7 ADDICTINGGAMES.COM	13,161	2,873	8,663	167	1,185	273
8 RealArcade Sites	12,520	2,934	6,174	515	2,361	537
9 Zylom	12,471	10,398	819	552	484	218
10 WildTangent						
Network	11,584	3,615	5,940	384	1,457	188

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

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 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Best Buy, The Newspaper Association of America, ESPN, Fox Sports, NestlA(C), Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit www.comscore.com.

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