



More Americans Reading Entertainment News Online, With Much of it Occurring During Work Hours

--omg! Ranked as Most Visited Entertainment News Site with Nearly 21 Million Visitors in May --TMZ Boasts Highest Online Video Viewership in Category

RESTON, Va., July 1, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a report on visitation and video viewership at entertainment news sites based on data from the comScore Media Metrix and comScore Video Metrix services. Nearly 55 million Americans visited an entertainment news site in May 2009, representing a 7-percent increase versus the previous year. Online video has also become an increasingly important channel for content in the category, with the number of videos viewed growing 53 percent in the past year.

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

"With more than one out of every four U.S. Internet users visiting an entertainment news site each month, it's clear that following entertainment and celebrity culture has become a popular online pastime," said Jack Flanagan, comScore executive vice president. "What's also interesting is that Americans are feeding their hunger for celebrity gossip by 'snacking' on these news updates throughout the workday. In fact, nearly half of all time spent on entertainment news sites comes from work computers."

Time Spent in Entertainment News Category by Location
May 2009
Total U.S. - Home/Work/University Locations
Source: comScore Media Metrix

	Entertainment - News		
	All Locations	Home	Work
Total Minutes (MM)	893	502	391
Share of Minutes	100.0%	56.2%	43.8%

In total, Americans spent more than 893 million minutes - or approximately 15 million hours - on entertainment news sites, with 44 percent of the total time spent in the category occurring at work.

Entertainment News Sites Compete for Growing Audience

More than one-quarter of U.S. Internet users visited an entertainment news site in May 2009. omg!, Yahoo!'s celebrity gossip site, led the category with 20.6 million visitors, nearly doubling its audience in the past year. TMZ captured the #2 ranking with 9.9 million visitors (up 7 percent versus year ago), followed by People with 8.2 million visitors. Significant gains were experienced by USmagazine.com, up 325 percent to 6.5 million visitors, Entertainment Weekly, up 64 percent to nearly 4 million visitors, and The Insider, which grew 215 percent to 2.5 million visitors.

Visitation to Entertainment News Category
May 2009 vs. May 2008
Total U.S. - Home/Work/University Locations
Source: comScore Media Metrix

	Total Unique Visitors (000)		
	May-08	May-09	% Change
Total Internet : Total Audience	190,858	193,825	2
Entertainment - News	51,285	54,946	7
omg!	12,512	20,654	65
TMZ	9,243	9,930	7

People	9,170	8,285	-10
USMagazine.com	1,542	6,559	325
Entertainment Weekly	2,394	3,923	64
E! Online	4,017	3,759	-6
About.com Entertainment	3,530	3,243	-8
TheInsider.com	801	2,522	215
PerezHilton.com	2,505	2,457	-2
AccessHollywood.com	1,478	2,268	53

"May was one of the heaviest months on record for entertainment news consumption, but it will almost certainly be surpassed in June with the shocking news of Michael Jackson's death driving high volumes of traffic to these sites," added Mr. Flanagan. "While most entertainment news sites will see gains in June, TMZ is primed for an especially big month as the first outlet to report the news, which generated thousands of inbound links to the site."

Entertainment News Sites See Potential in Online Video

In April 2009, 34.8 million videos were viewed on entertainment news sites, an increase of 52 percent versus year ago. TMZ led the category with 2 million video viewers and 10.3 million videos viewed. More than 1.7 million viewers watched 3.8 million videos at omg!, while ETOOnline.com served 3.9 million videos to 1.5 million viewers in April.

Online Video Viewing in the Entertainment News Category
 April 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Unique Viewers (000)	Videos (000)
Total Internet : Total Audience	151,652	16,785,432
Entertainment - News	9,889	34,781
TMZ	2,056	10,284
omg!	1,729	3,762
ETOnline.com	1,474	3,928
PerezHilton.com	700	2,585
AccessHollywood.com	566	1,062
E! Online	495	899
TheHollywoodVoice.com	263	509
SoapOperaDigest.com	248	557
StarPulse.com	235	400
Entertainment Weekly	199	581

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