

comScore Releases Top Latin America Web Rankings for April 2008

Brazil Ranks #1 in Latin America with 19.3 Million Internet Users

RESTON, Va., June 2, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released an overview of Internet usage in Latin America, a region that is home to nearly 62 million of the 850 million worldwide Internet users (age 15 and older at home and work locations), as measured by the comScore World Metrix audience measurement service.

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

In April, Brazil had the largest Internet audience in Latin America with more than 19 million Internet users. Brazilians also exhibited heavy engagement, with the average Internet user spending 30.2 hours online during the month, substantially higher than the Latin American (28.6 hours) and worldwide (25.7 hours) averages. Argentina (32.4 hours) and Venezuela (31.5 hours) also exhibited heavy engagement. Despite their heavy engagement while online, Latin Americans are less frequent Internet users, with most countries falling below the worldwide average for usage days per month.

Overview of Latin American Internet Usage by Country

April 2008

Total Latin America, Age 15+, Home and Work Locations*

Source: comScore World Metrix

Markets	Total Unique Visitors (000)	Average Usage Days per Visitor	Average Hours per Visitor
Worldwide	849,580	17.1	25.7
Latin America	61,610	16.3	28.6
Brazil	19,320	16.0	30.2
Mexico	11,773	14.7	23.7
Argentina	8,440	17.8	32.4
Chile	5,320	17.4	28.4
Colombia	3,284	16.4	27.9
Venezuela	1,556	17.2	31.5
Puerto Rico	854	15.0	19.7

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

"The Latin American Internet audience has grown significantly during the past year and at a substantially faster rate than more established Internet markets like North America and Europe," said Jack Flanagan, comScore executive vice president. "The high engagement among Latin American Internet users, combined with this rapidly expanding audience, represents a sizable market opportunity for Internet companies choosing to focus their efforts on this region."

Google Sites Rank as Top Web Property in Latin America

Google Sites ranked as the top property in Latin America with more than 55 million visitors in April, (approximately 90 percent of the total Latin American audience), an increase of 22 percent versus the same month last year. The property has been bolstered by the growth of several Google-owned entities, including YouTube.com (up 81 percent to 30.6 million visitors), Blogger.com (up 65 percent to 27.8 million visitors) and Orkut (up 31 percent to 15.2 million visitors).

Top 25 Properties by Number of Latin American Unique Visitors

April 2008

Total Latin America, Age 15+, Home and Work Locations*

Source: comScore World Metrix

Top 25 Properties	Total Unique Visitors (000)
Total Internet : Total Audience	61,610
Google Sites	55,290
Microsoft Sites	54,914
Yahoo! Sites	38,621
MercadoLibre	27,534
Wikipedia Sites	26,347
Terra Networks	25,873
UOL Sites	16,711
Orange Sites	15,241
WordPress	14,570
HI5.COM	12,831
Groupe Hi-Media	12,242
Grupo Brasil Telecom	12,103
Organizacoes Globo	11,851
Fox Interactive Media	11,793
AOL LLC	11,122
Grupo Intercom	10,661
Ask Network	8,967
Gruppo DADA	8,956
Adobe Sites	8,854
BuscaPe Inc.	8,805
Batanga	8,797
MONOGRAFIAS.COM	8,297
Apple Inc.	7,821
eBay	7,725
FACEBOOK.COM	7,711

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

Latin Americans are Heavy Online Communicators

Latin Americans spend the most time online -- nearly 29 hours per month on average -- compared to other worldwide regions. Usage of various online communication media drives much of their online engagement. Users spend a significant portion of their time each month on instant messengers (9.2 hours per visitor), social networking sites (5.9 hours per visitor), and e-mail (4.1 hours per visitor). Portals, which aggregate a variety of content across a network of sites, ranked as the most engaging site category, with 13.4 hours per visitor.

Highest Engagement Categories Among Latin American Internet Users
 April 2008
 Total Latin America, Age 15+, Home and Work Locations
 Source: comScore World Metrix

Site Category	Average Hours per Visitor	Average Minutes per Usage Day
Total Latin American Internet Audience	28.6	105.3
Portals	13.4	35.8
Instant Messengers	9.2	31.6
Social Networking	5.9	25.9
e-mail	4.1	22.1
Entertainment	2.2	10.0
Games	1.7	13.0
Photos	1.7	16.0
Multimedia	1.4	10.2

Kids	1.2	18.4
Online Gaming	1.1	12.2

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 over 950 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, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon Services Group and ViaMichelin. For more information, please visit <http://www.comscore.com>.

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