

## Younger, Heavy Online News Consumers Are Not Newspaper Readers, According to comScore Plan Metrix

### Study Highlights the Importance of Extending Traditional News Brands to Online

RESTON, Va., March 13, 2008 /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 the differences in online behavior among heavy, medium, light and non-newspaper readers (segments defined below). The results showed that non-newspaper readers are likely to be younger, and they are actually heavier than average online news consumers. Meanwhile, heavy newspaper readers are more likely than average to engage with traditional print news brands online.

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

"That current generations are growing up getting their news online for free is an indicator that print circulations are likely to continue their decline," said Jack Flanagan, executive vice president of comScore. "But the Internet represents a significant opportunity to extend -- and even improve upon -- existing news brands and reach out to new consumers with living, breathing real-time content. Just because print circulations are declining does not mean there are fewer news consumers. In fact, just the opposite is true."

#### Younger News Consumers Less Likely to Read Print Newspapers

Heavy print newspaper readers show a strong skew towards older age segments, while the non-newspaper reader segments skew younger. Those age 65 and older are nearly 3 times more likely (index of 296) than average to read the print edition of newspapers 6 times per week, while those age 18-24 are 38 percent more likely than average to not read a print newspaper at all during a typical week.

Demographic Profile of Print Newspaper Reader Segments  
 Summer 2007  
 Total U.S. - Persons 18+, Home/Work Locations  
 Source: comScore Plan Metrix

Age Demographic	Composition Index			
	Heavy	Medium	Light	Non-Readers
18+ yrs old (Total Audience)	100	100	100	100
18-24 yrs old	31	80	139	138
25-34 yrs old	51	87	106	127
35-44 yrs old	73	110	107	109
45-54 yrs old	116	123	90	76
55-64 yrs old	186	100	80	71
65+ yrs old	296	60	49	37

\*Composition Index = Percent of Newspaper Reader Segments/Percent of Internet Users x 100; Index of 100 represents parity.

#### Non-Newspaper Readers are Heavy Online News Consumers

In order to better understand the news consumption habits of these heavy medium, light and non-print newspaper reader segments, comScore looked at their relative propensity to visit several key news sources online, using a selection of key print, TV, and Internet news brands.

Several key takeaways emerged from this study. First, it is clear that based on their heavier than average visitation across most key news sites, those who do not read print versions of newspapers are not necessarily light news consumers. In fact, they show a high propensity to visit the majority of sites studied, including print (e.g. LA Times), TV (e.g. FoxNews.com), and

Internet (e.g. Topix.com) brands.

Secondly, both the heavy print newspaper readers and the non-readers show similarly heavy consumption of print news brands online, which suggests that print news sites are not merely an extension of their offline brands but have a stand-alone brand presence in the online world. For example, the Web sites for three of the largest U.S. city newspapers -- the New York Times, LA Times and Chicago Tribune -- show above average visitation from both heavy newspaper readers and non-readers.

Finally, TV news brands are also heavily visited by non-print newspaper readers, underscoring the importance of sight, sound and motion to the digital news experience. Non-readers were 29 percent more likely than the average Internet user to visit FoxNews.com and 15 percent more likely to visit CBS News Digital.

General News Site Visitation among Print Newspaper Reader  
Segments  
Summer 2007  
Total U.S. - Persons 18+, Home/Work Locations  
Source: comScore Plan Metrix

	Composition Index			Non- Readers
	Heavy	Medium	Light	
Print News Brands				
NYTIMES.COM	103	85	91	104
WSJ.COM	147	41	119	106
WASHINGTONPOST.COM	109	58	101	95
LA Times	109	98	95	112
Chicago Tribune	106	94	93	108
TV News Brands				
MSNBC	99	95	112	106
CNN	82	93	90	109
FOXNEWS.COM	104	90	82	129
CBS NEWS Digital	113	106	110	115
ABCNEWS DIGITAL	94	88	84	102
Internet News Brands				
Google News Search	82	99	95	118
AOL News	109	99	106	94
Yahoo! News	94	106	99	99
TOPIX.COM	82	105	116	124
DIGG.COM	75	102	122	102

\*Composition Index = Percent of Newspaper Reader Segments/Percent of Internet Users x 100; Index of 100 represents parity.

"Non-newspaper readers are a particularly important segment to reach because they are heavier than average news consumers -- they just prefer to consume it in a digital format," continued Flanagan. "That they are receptive to print, TV, and Internet news brands indicates a broad opportunity online, but the brands that will ultimately win over these key news consumers are the ones that successfully integrate cutting edge digital content with high quality journalism."

#### Print Newspaper Reader Segment Definitions

Segments were defined based on the number of days respondents said they read a print version of a newspaper in an average week, excluding the Sunday edition.

Heavy Newspaper Readers: 6 times per week  
Medium Newspaper Readers: 3-5 times per week  
Light Newspaper Readers: 1-2 times per week  
Non Newspaper Readers: 0 times per week

About comScore Plan Metrix

comScore Plan Metrix is the only service to combine continuously observed Internet behavior measurement with comprehensive attitudinal, lifestyle and product usage data from the same representative consumer panel, providing agencies, advertisers and media sellers with access to comprehensive consumer information, including: technology ownership and usage, demographic, lifestyle, attitudinal, product purchase and offline media consumption data.

To request more information on comScore Plan Metrix, please visit <http://www.comscore.com/contact>

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. For more information, please visit <http://www.comscore.com/boilerplate>.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX