



comScore Launches New Services to Measure Online Advertising Effectiveness and Streaming Media Consumption

Innovative Tools Underscore comScore's Commitment to Innovation and Industry Leadership

RESTON, Va., April 20, 2005 - comScore Networks today announced the introduction of two breakthrough research solutions to meet the demands of marketers seeking to understand and maximize the return on their investments in interactive media. These services include comScore Campaign Metrix, which comprehensively evaluates the effectiveness of online media campaigns, and comScore Online Video Ratings, a new service to objectively measure performance among competing providers of online video content.

Integrated, Comprehensive Evaluation of Online Media Campaigns

comScore Campaign Metrix meets the continuing industry need for improved research on advertising effectiveness, in order to maximize return on growing media investments. Based upon comScore's global consumer panel, comScore Campaign Metrix fuses passively observed media exposure and consumer behavior with self-reported attitudes and intentions.

comScore Campaign Metrix allows marketers to monitor exposure levels for all types of online marketing vehicles, such as display advertisements, microsites and streaming video, and use survey instruments to determine post-campaign brand awareness, recall, affinity and purchase intent. Additionally, comScore Campaign Metrix can include analysis of pre- and post-campaign behavior to determine if marketing stimuli impacted consumers' online activity, such as likelihood to search for a particular brand or visit a specific site.

"The industry continues to call for deeper insight into the effectiveness of ad campaigns--beyond basic shifts in intent and attitudes," comments Peter Daboll, CEO of comScore Media Metrix. "By combining proven advertising evaluation methods with our integrated view of consumer intentions, attitudes and behavior, we can now deliver measurement and analysis to drive meaningful improvement in campaign strategy and ROI."

Breakthrough Analysis Tool Measures Growth in Streaming Video

comScore simultaneously announces the creation of comScore Online Video Ratings, a new research service that measures consumer viewing of online streaming video. Using comScore's ability to measure a full range of digital media consumption within its global panel, comScore Online Video Ratings reports key metrics and analysis for specific sites and content providers, including:

- Streams delivered by site
- Audience demographic profiles
- Reach of streaming video by site within overall online population and by target audience
- Viewer segmentation by daypart

comScore Online Video Ratings delivers unprecedented reporting of this emerging content form, allowing marketers to accurately judge the potential and actual reach among target audiences of specific streaming video sources.

"Growing forms of online content, such as streaming video, are generating a great deal of intrigue among marketers seeking new ways to reach consumers," explained Mr. Daboll. "Rapid growth also creates the need for clear measurement and understanding of such technologies. comScore Online Video Ratings represents our continued commitment to provide

innovative, objective measurement across the digital media landscape."

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 patent-pending technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants 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 global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman
comScore Networks
(312) 775-6510
press@comscore.com