



## comScore Announces Availability of GamePlan(TM) for Effective Targeting and Segmentation of Gamer Audiences

### Gaming Publishers and Developers Can Better Optimize Digital Strategies Using Detailed Attitudinal, Behavioral and Lifestyle Attributes

RESTON, Va., Oct 12, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the availability of GamePlan, an audience targeting tool for gaming publishers and developers, which combines comScore's broadly used consumer digital behavior with a comprehensive longitudinal measurement of consumer attitudes, behaviors and lifestyle attributes. GamePlan is part of the comScore Plan Metrix product suite, which enables advertisers and publishers to better identify and target key consumer segments in order to optimize their digital strategies. Game publishers and developers can use GamePlan to quantify, validate and improve their digital gaming strategies, including the ability to efficiently allocate advertising and marketing expenditure, enhance an understanding of one's target audience, and retool games on the fly to increase their appeal to the right audiences.

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

"Success in the gaming industry depends greatly on how well you understand your audience and your ability to demonstrate the value of that audience to advertisers," said Edward Hunter, comScore director of gaming solutions. "comScore GamePlan is the critical digital intelligence tool that gives gaming publishers and developers a detailed view of their audiences across a multitude of attitudinal, behavioral and lifestyle attributes, enabling them to optimize their offerings and better communicate their value proposition to potential advertising partners."

#### Gamers are Heavy Streaming Digital Content Consumers

comScore GamePlan enables rich audience profiling of specific gamer audiences. An analysis of gamers revealed that they are significantly heavier than average consumers of streaming video and audio content. Specifically, they are nearly twice as likely as the average Internet user to consume over 50 video streams per day, and more than 60 percent more likely than average to consume between 11 to 20 audio streams per day. Such insights can be used to better understand the behavioral profile of gamers and optimize digital marketing and advertising strategies targeted to gamers.

Gamer Streaming Digital Content Consumption Profile  
August 2009  
Total U.S. - Home/Work/University Locations  
Source: comScore GamePlan

	Share (%) of Audience		
	Total Internet	Gamers	Index*
18+ yrs old (Total Audience)	100.0	100.0	100
Video Streaming			
1-5 (video streams on avg day)	34.2	38.6	113
6-10 (video streams on avg day)	5.4	8.1	149
11-20 (video streams on avg day)	1.6	2.5	159
21-30 (video streams on avg day)	0.5	0.7	135
31-50 (video streams on avg day)	0.2	0.3	153
More than 50 (video streams on avg day)	0.8	1.5	195
Audio Streaming			
1-5 (audio streams on avg day)	30.9	34.9	113
6-10 (audio streams on avg day)	3.3	4.3	128
11-20 (audio streams on avg day)	1.5	2.4	161
21-30 (audio streams on avg day)	0.7	0.9	128
31-50 (audio streams on avg day)	0.5	0.7	150
More than 50 (audio streams on avg day)	0.8	1.0	125

\*Index = % of Segment/% of Total Internet x 100; Index of 100 indicates average representation

*comScore GamePlan Webinar and Complimentary Trial*

In conjunction with this announcement, comScore will be offering a GamePlan introductory webinar on Tuesday, October 13 that will provide a firsthand look at the product and its capabilities. Please visit <https://www1.gotomeeting.com/register/535987769> for more details. Webinar attendees will also be provided with complimentary trial access to GamePlan.

*About comScore*

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

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