

More Than Half of Asia-Pacific Internet Users Visited Online Gaming Sites in August 2008, According to comScore

China Reports Highest Penetration of Online Gaming, While South Korean Users Spend the Most Time on Gaming Sites

QQ.com Games Ranks as the Most Visited Gaming Site

TOKYO, Oct 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a study of online gaming in the Asia-Pacific region based on data from the comScore World Metrix Service. The report found that 51 percent of the Asia-Pacific Internet population visited gaming sites in August 2008, spending an average of 87 minutes on the sites, and averaging 11.5 visits per visitor during the month.

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

"Online gaming is one of the largest and most engaging site categories in the region, which represents an attractive opportunity for advertisers," said Will Hodgman, comScore executive vice president for International. "This audience defines digital 'active engagement' -- a combination of frequency and duration -- that yields a ripe environment for advertisers."

China Posts Highest Penetration Rate of Online Gaming in Region

China led the Asia-Pacific region in online gaming penetration in August. Nearly 55 percent of China's online population visited gaming sites during the month, representing more than 90 million users. Singapore followed with nearly 50 percent penetration, followed by Australia with 45 percent penetration. India reported the lowest penetration with only 27 percent of its online population visiting a gaming site in August.

South Korea's users led the region in the most time spent on gaming sites with visitors averaging more than three hours per person during the month and visiting gaming sites an average of 13 times. Taiwan showed the second highest level of engagement with 151 minutes per visitor, followed by Hong Kong (143 minutes per visitor) and Singapore (140 minutes per visitor).

Gaming Usage by Asia-Pacific Region
 August 2008
 Total Asia-Pacific Internet Audience*, Age 15+ -- Home & Work
 Locations
 Source: comScore World Metrix

	% Reach	Games		
		Total Unique Visitors (000)	Average Minutes per Visitor	Average Visits per Visitor
Asia Pacific**	51.1	199,081	86.8	11.5
China	54.9	90,292	69.8	13.0
Singapore	49.6	1,172	140.0	13.0
Australia	44.7	5,032	125.2	11.3
Taiwan	42.4	4,465	151.0	15.5
New Zealand	41.1	926	134.5	9.9
South Korea	40.5	10,715	189.6	13.0
Malaysia	40.2	3,463	130.8	11.9
Japan	39.8	22,830	76.1	10.0
Hong Kong	36.9	1,388	142.9	13.1
India	27.4	8,295	45.4	4.3

*Excludes searches from public computers such as Internet cafes or access from mobile phones or PDAs.

**Improvements to universe estimates in certain Internet markets have

recently been made. We caution against trending with data prior to July 2008.

QQ.com Games Ranks as Most Visited Online Gaming Site in Asia-Pacific Region

An analysis of the top 10 most visited gaming sites in the region reveals that QQ.com Games, which is part of China-based Tencent, ranks as the most-visited gaming site with more than 44 million visitors in August, more than double the size of the next site in the top 10. Yahoo! Games captured the second position with 20.2 million visitors, followed closely by 4399.com with 20 million visitors.

QQ.com Games also led as the most engaging gaming site in the region with visitors averaging nearly 47 minutes on the site in August, followed by 4399.com (38 minutes), and Yahoo! Games (35 minutes).

Top 10 Game Sites in Asia-Pacific by Visitors
August 2008
Total Asia-Pacific Internet Audience*, Age 15+ -- Home & Work
Locations
Source: comScore World Metrix

	Total Unique Visitors (000)	Average Minutes per Visitor
Total Internet : Total Audience		
Asia-Pacific**	389,593	1,156.9
Games	199,081	86.8
QQ.COM Games	44,131	46.5
Yahoo! Games	20,211	34.5
4399.COM	20,059	37.9
Nexon Corporation	18,694	29.0
17173.COM	16,671	21.2
SDO.COM	15,451	15.0
Spil Games	14,911	31.9
SINA Games	14,780	10.6
9WEE.COM	10,460	28.4
52PK.COM	8,434	5.2

*Excludes searches from public computers such as Internet cafes or access from mobile phones or PDAs.

**Improvements to universe estimates in certain Internet markets have recently been made. We caution against trending with data prior to July 2008.

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 <http://www.comscore.com/boilerplate>.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX