

Obama Expands Lead on McCain in Online Advertising Battle in June, According to comScore Ad Metrix

JohnMcCain.com Generating More Video Views than BarackObama.com

RESTON, Va., Sept 04, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a study of the online performance of the campaigns for Senator Barack Obama and Senator John McCain in their quests for the U.S. presidency. The study, which evaluated site visitation, video viewing behavior, searches on the candidates' names, and display advertising efforts across the Web, showed that Barack Obama's campaign ran a more advanced online operation during the first six months of 2008. Obama leads McCain in site visitors, candidate searches, and display ads, while the McCain campaign leads only in video views.

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

Obama Campaign Turns Up Online Advertising Efforts

During the first half of 2008, the Obama campaign consistently displayed more online ads than the McCain campaign, averaging nearly 92 million exposures per month compared to approximately 7 million per month for McCain. In recent months, Obama's online efforts have ramped up considerably with 150 million exposures in May and 244 million in June.

Trend in Online Display Ad Views for Barack Obama and John McCain
January 2008 - June 2008
Total U.S. - Home/Work/University Locations
Source: comScore Ad Metrix

	Display Ad Views (000)						6-Month Average
	Jan- 2008	Feb- 2008	Mar- 2008	Apr- 2008	May- 2008	Jun- 2008	
Barack Obama	58,013	36,386	18,147	43,662	149,956	244,276	91,740
John McCain	4,463	12,010	7,237	9,466	8,192	3,241	7,435

"Not only have the two campaigns placed a different level of emphasis on the importance of using online advertising as part of the media mix, but their execution also shows stark differences," said Andrew Lipsman, senior analyst at comScore. "While Obama's ads tend to be 'brand-building' ads encouraging people to join the movement, McCain's ads are often issue-oriented. Additionally, while Obama ads have an almost universally positive message, McCain ads feature a mix of positive and negative messages."

McCain Web Site Draws More Video Views than Obama Site

Although BarackObama.com has attracted nearly four times the average number of monthly visitors (2.2 million) as JohnMcCain.com (583,000), the McCain site has generated more than three times as many video views (2.1 million vs. 612,000).

Online Comparison for Barack Obama and John McCain
January 2008 - June 2008
Total U.S. - Home/Work/University Locations
Sources: comScore Media Metrix, comScore Video Metrix

Candidate Site	Monthly Average (Jan 2008 - Jun 2008)	
	Unique Visitors (000)	Videos (000)
BarackObama.com	2,178	612
JohnMcCain.com	583	2,101

"By featuring video content prominently on the front page of JohnMcCain.com, the campaign has been able to effectively leverage the Web to reach a larger audience with its video campaign messages," added Mr. Lipsman.

Meanwhile, the number of searches including the term "Obama" was approximately four times that of "McCain" (5.4 million vs. 1.3 million). This disparity likely reflects both the public's interest in Barack Obama's historic candidacy as the first African-American presidential nominee from a major political party and the desire to find out more about the background and positions of this relative newcomer on the national political stage.

Number of Searches* for "Obama" and "McCain"

January 2008 - June 2008

Total U.S. - Home/Work/University Locations

Source: comScore Marketer

Search Term	Average Monthly Searches (000)
"Obama"	5,362
"McCain"	1,345

* Based on broad matches of the terms "Obama" and "McCain" on the 5 major U.S. search engines

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>.

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