

50 Million Americans Visited Blogs During the First Quarter 2005, According to New comScore Study

First Comprehensive Study of the Actual Online Behavior of Blog Visitors Now Available

RESTON, Va., Aug. 8, 2005 - comScore Networks today released a report detailing the scale, composition and activities of audiences of Weblogs, commonly known as "blogs." The report, which was sponsored in part by Six Apart and Gawker Media, found that nearly 50 million Americans, or about 30 percent of the total U.S. Internet population, visited blogs in Q1 2005. This represents an increase of 45 percent compared to Q1 2004.

Other key findings of the *Behaviors of the Blogosphere* report include:

§ Five hosting services for blogs each had more than 5 million unique visitors in Q1 2005, and four individual blogs had more than 1 million visitors each

§ Of 400 of the largest blogs observed, segmented by eight (non-exclusive) categories, political blogs were the most popular, followed by "hipster" lifestyle blogs, tech blogs and blogs authored by women

§ Compared to the average Internet user, blog readers are significantly more likely to live in wealthier households, be younger and connect to the Web on high-speed connections

§ Blog readers also visit nearly twice as many web pages as the Internet average, and they are much more likely to shop online

"The fact that we found 30 percent of the online population to have visited blogs clearly underscores the commercial importance of consumer generated and driven media," said Dan Hess, senior vice president of comScore Networks. "It's noteworthy that while the blog audience is already quite large and growing, its demographic composition relative to the total population will appeal to many marketers."

To view the full *Behaviors of the Blogosphere* analysis, please visit <http://www.comscore.com/blogreport/comScoreBlogReport.pdf>

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, 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