

## comScore and Piper Jaffray Agree that iTunes Sales are Surging

### iTunes Revenue Grows a Robust 84 Percent, According to comScore Networks

**RESTON, VA, December 14, 2006** - comScore Networks, a leader measuring the digital age, today reported that revenue from Apple Computer's iTunes digital media download service rose by 84 percent during the first three quarters of 2006 versus the same period one year ago as a result of a 67 percent increase in the number of iTunes buying transactions and a 10 percent increase in the dollars spent per transaction.

Sales of iTunes	
Q1-Q3 2006 vs. Q1-Q3 2005	
Source: comScore Networks	
Revenue	+84%
Number of Buying Transactions	+67%
Dollars Spent per Transaction	+10%

"As Mark Twain might have said, the rumors of iTunes' death have been greatly exaggerated," said Gian Fulgoni, chairman of comScore Networks. "In contrast to a recent research report indicating that iTunes sales have declined by 65 percent, comScore data show that iTunes sales actually grew 84 percent during the first three quarters of 2006 versus year ago."

Further, the comScore analysis found the number of people using the iTunes service has also increased. The iTunes application attracted 20.8 million unique visitors in November 2006, up 85 percent from November 2005.

Unique Visitors to the iTunes Application *			
November 2006 vs. November 2005			
Total U.S. Home, Work and University Internet Users			
Source: comScore Media Metrix			
	Nov-05	Nov-06	Percentage
	(000)	(000)	Change
Total Internet Population (U.S.)	169,747	173,686	2%
iTunes Software (App)	11,270	20,801	85%

\* Includes only active usage over the Internet.

### comScore and Piper Jaffray Data Closely Aligned

comScore's findings align closely with a report from analyst Gene Munster of the investment banking firm Piper Jaffray, who wrote in a research report that the number of songs sold per week on iTunes had risen 78 percent in the first nine months of 2006 compared with the same period in 2005. "Contrary to recent reports suggesting sales on iTunes are declining rapidly, our analysis of Apple company data shows strong growth year over year," said Munster. "With less than 5 percent of music purchased online, this market will go through massive growth in the next several years," he added.

comScore's analysis is based on the online behavior of 1 million U.S. consumers who have given comScore permission to confidentially capture their browsing and transaction behavior. The iTunes sales data is part of a total of 8.5 million buying

transactions observed by comScore during the stated timeframe.

## **About comScore Networks**

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore 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 proprietary 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, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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