India and China Propel Internet Audience Growth in Asia-Pacific Region, According to comScore

comScore to Present 'The State of the Global Internet with a Focus on Asia' Webcast in July

TOKYO, June 30, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released findings on the Asia-Pacific market from its report "The State of the Global Internet with a Focus on Asia," which will be presented via free Webcast from Singapore and Japan in July.

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

During the past year, the Asia-Pacific Internet audience (at home and work locations among users age 15 and older) grew 14 percent to 319 million visitors in April 2008, outpacing the growth of all other worldwide regions. The strongest growth occurred in India, which surged 27 percent to more than 28 million Internet users, followed by China, which grew 14 percent to more than 102 million visitors. Taiwan, Malaysia and New Zealand also achieved double-digit growth. Meanwhile, more developed Internet markets such as Japan (3 percent) and Singapore (4 percent) experienced modest gains.

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Internet Audience Growth in the Asia-Pacific Region
April 2008 vs. April 2007
Total Asia-Pacific - Age 15+, Home and Work Locations*
Source: comScore World Metrix
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	Total Unique Visitors (000)		
	Apr-07	Apr-08	% Change
Asia Pacific	280,418	318,623	14
China	90,274	102,848	14
Japan	53,685	55,260	3
India	22,395	28,375	27
South Korea	26,323	25,652	-3
Australia	10,048	10,904	9
Taiwan	9,245	10,388	12
Malaysia	7,462	8,327	12
Hong Kong	3,525	3,718	5
Singapore	2,216	2,298	4
New Zealand	1,937	2,161	12

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 * Excludes traffic from public computers such as Internet cafes or access
   from mobile phones or PDAs.
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The presentation will include key insights on recent trends in Asia and other international markets that are shaping the global landscape of the Internet. Among these are the following:

-- Though each of the top 10 global properties is based in the United States, each one sources the majority of its audience from outside the U.S.

-- Half of the top 20 properties in the Asia-Pacific region are locally-owned entities.

-- Although Google Sites and Yahoo! Sites combined to capture the majority of search share in the Asia-Pacific region, five of the top 10 search properties are regional engines, including China's Baidu.com and Korea's NHN Corporation (Naver.com).

-- Internet users in Hong Kong, South Korea, Singapore, Taiwan and Australia spend the most time online in the region, but still

spend less time than the worldwide average.

-- While Facebook.com is the leading social networking site worldwide, Friendster.com is the top social networking site in the Asia-Pacific region.

"The State of the Global Internet with a Focus on Asia" will be presented in English on July 2 from Singapore and in Japanese on a soon-to-announced date in July from Japan. For more information and to register please see the information below.

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English Language Webcast Live from Singapore
Wednesday, July 2
10:00 a.m. SGT (GMT +8:00)/10:00 p.m. EDT (New York) July 1
Presenter: Kevin Tan, Asia-Pacific Business Development Director, comScore
Inc.
Registration: http://www.comscore.com/request/asiawebcast.asp


Japanese Language Webcast Live from Japan
July 2008
Presenter: Maru Sato, Managing Director of comScore Japan
Pre-registration: http://www.comscore.com/japanwebcastinfo
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About comScore

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