



New comScore Report, 'Digital World: State Of The Internet,' Now Available for Purchase

Report Analyzes Trends Across Worldwide Regions and 23 Individual Countries

RESTON, Va., March 11, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the availability of its new report, "Digital World: State of the Internet," for purchase. The report is the first publicly available, comprehensive global view of Internet usage trends across various worldwide regions, including in-depth spotlights on 23 countries.

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

The Internet has become an integral part of work life, personal life, and even social life in most parts of the world. Despite frequent news stories about a burgeoning world of online developments, until now there has never been a single reference volume that synthesizes the threads of global Internet activity into an easy to read, comprehensive report, making it an indispensable reference tool for any marketer, Web site publisher, or investor who needs to understand how the Internet is being used, what online trends are emerging across categories and across countries, and where future growth indicates new online investment opportunities exist.

The 80-page report also includes the first look into a number of worldwide markets, including China, Japan, and India, and covers online activities such as search, email, social networking, entertainment, gaming, news, among others.

"This is a great paper," said Joe Schoendorf, General Partner at Accel and strategic partner of the World Economic Forum. "In many ways, comScore is tracking the economic heartbeat of the globe."

The report is priced at \$4,999 for the first copy, \$999 for each additional copy shipped to the same address, and can be purchased online at <http://www.comscore.com/reports>. The report will begin shipping on March 17.

About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. 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 analysts 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 nearly 900 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>

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