



comScore Doubles the Number of Reported Web Sites in Most Countries to Enhance Measurement of the Internet's 'Long Tail'

Enhanced Reporting Provides Increased Depth of Reporting and Improved Trending Capabilities

RESTON, Va., Oct 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the availability of enhanced site audience data in the comScore Media Metrix and comScore World Metrix audience measurement services. This enhanced capability provides more robust and granular reporting across global markets and more than doubles the number of reportable sites worldwide.

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

Key benefits of the new reporting capability include:

- A dramatic increase in the number of reportable sites
- Enhanced view of specific site categories across global markets, including more sites in the 'long tail'
- Ability to smooth out fluctuation inherent in monthly data trends, ensuring that data are available for more time periods and more sites to improve trend analyses

"As the Internet continues to grow globally, it has become increasingly necessary to provide even greater depth of reporting in specific industries and across international markets," said Linda Boland Abraham, comScore executive vice president. "Our new reporting capability enables comScore to better capture the 'long tail' of the Internet and paint a more complete picture of the digital world."

The enhanced reporting will initially be available in all comScore-published markets outside the U.S., with U.S. and global regions being available in the coming weeks. The table below illustrates the increase in the number of reportable sites across numerous key markets.

Increase in Number of Reportable Properties in Key Global Markets
Enhanced vs. Standard Reporting for July 2008
Total Worldwide Locations, Age 15+ - Home/Work Locations
Source: comScore World Metrix

Country	Percent Increase in Reportable Properties
Russian Federation	244%
South Korea	234%
Netherlands	180%
Australia	183%
Italy	169%
France	179%
Spain	138%
India	129%
Canada	153%
Germany	130%
United Kingdom	125%
China	95%
Brazil	71%
Japan	63%
United States*	45%

*Preliminary

To request more information on comScore's expanded web reporting, please visit <http://www.comscore.com/contact>

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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