

comScore Releases April 2009 U.S. Ranking of Top 25 Ad Networks

--AOL's Platform-A Ranks #1 Among Ad Networks, Followed by Yahoo! Network and Google Ad Network

RESTON, Va., May 20, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today reported the top 25 ad networks based on their reach among U.S. Internet users in April 2009. The ranking showed that AOL's Platform-A remains the top ad network, reaching nearly 176.5 million U.S. Internet users, or 91.5 percent of the total audience, followed by Yahoo! Network (167.1 million) and Google Ad Network (164.5 million). New ad network FOX Audience Network ranked sixth, reaching 149.2 million people. Several ad networks in the top 25 achieved double-digit growth during the past year, led by Turn Inc. (up 121 percent), CPX Interactive (up 88 percent) and 24/7 Real Media (up 48 percent).

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

Top 25 Ad Networks
 April 2009 vs. April 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Media Metrix

	Total Unique Visitors (000)		
	Apr-2008	Apr-2009	% Change
Total Internet : Total Audience	190,728	192,875	1
Platform-A	170,508	176,455	3
Yahoo! Network	160,206	167,129	4
Google Ad Network	155,882	164,518	6
ValueClick Networks	140,930	160,307	14
Specific Media	144,773	158,012	9
FOX Audience Network	N/A	149,249	N/A
24/7 Real Media	99,959	147,668	48
Traffic Marketplace	114,682	143,519	25
Microsoft Media Network US	119,595	139,674	17
Tribal Fusion	135,113	138,274	2
Casale Media - MediaNet	127,184	137,884	8
interCLICK	107,961	134,834	25
Turn, Inc	60,617	134,028	121
Adconion Media Group	117,965	133,498	13
CPX Interactive	69,178	130,370	88
Collective Network by Collective Media	88,279	129,808	47
ADSDAQ by ContextWeb	93,815	123,534	32
AudienceScience (formerly Revenue Science)	N/A	121,001	N/A
Burst Media	89,670	116,727	30
Undertone Networks	72,940	97,053	33
AdBrite	81,838	91,033	11
Pulse 360	N/A	82,574	N/A
Vibrant Media	72,351	80,779	12
Adify	N/A	73,467	N/A
Kontera	52,159	72,870	40

"Underscoring the growing importance of ad networks to the digital advertising economy, each of the top 25 ad networks has expanded its reach during the past year," commented Jack Flanagan, comScore executive vice president. "It almost seems that new ad networks are emerging every day, each aimed at helping advertisers achieve their campaign objectives, whether it's to deliver reach and frequency or to target a specific audience segment."

About comScore

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