



comScore Selected by Wireless Media Consulting to Help Provide Common Short Code Media Monitoring for CTIA-The Wireless Association(R)

RESTON, Va., June 29, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced it had been selected through a contract with Wireless Media Consulting (WMC) to monitor common short code (CSC) promotional materials for CTIA-The Wireless Association in order to validate that promotional materials used to market short codes comply with the industry's Consumer Best Practices (CBP).

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

Developed with the U.S. carriers, the "CSC Auditing and Monitoring Initiative" provides wireless operators with an ongoing and rigorous assessment of third-party content providers' compliance with the CBP. By having a single set of CSC monitoring requirements, the compliance process is more transparent and valuable for all participants in the "ecosystem" - from content providers to consumers.

The addition of media monitoring has expanded the ability of the wireless industry's "CSC Auditing and Monitoring Initiative" to provide greater consumer protection from entities that are non-compliant. The new process will capture the promotional campaign information that is offered in print, online, radio and television advertisements.

"With 92 percent of in-market advertising for common short codes occurring online, comScore's unparalleled capabilities in tracking online advertisements are an integral part in helping WMC ensure it has robust coverage and capture of in-market advertising to perform this contract," said Ian Matthews, WMC president and COO.

"We look forward to contributing to this development in the wireless industry," said Serge Matta, senior vice president of comScore, Inc. "Given the breadth of comScore's online data capture and WMC's industry leading experience in monitoring CSCs, our two companies were a natural fit. We are delighted to partner with WMC in this initiative and look forward to expanding our relationship and activity in the space."

About Wireless Media Consulting (WMC)

Wireless Media Consulting (WMC) is the exclusive provider of in-market compliance monitoring to Tier 1 U.S. wireless carriers. Every month, WMC's team of highly trained media analysts intercepts in market--as the consumer experiences them--more than 25,000 PSMS advertising campaigns and audits the associated creative for compliance with Mobile Marketing Association Consumer Best Practices and carrier-specific policies. Then, WMC reports its findings to carrier clients and assists with enforcing established standards. WMC media analysts also audit and report on SMS message flows generated during program opt-in and participation. In addition, WMC assists carriers with PSMS program preapproval services and industry consulting services.

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 www.comscore.com/companyinfo.

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