



Social Networking Sites Account for More than 20 Percent of All U.S. Online Display Ad Impressions, According to comScore Ad Metrix

MySpace and Facebook Each Represent Nearly 10 Percent of Total U.S. Online Display Ads Delivered

RESTON, Va., Sept 01, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world today released a study of U.S. online display advertising on social networking sites in July 2009, based on data from the comScore Ad Metrix service. The study showed that social networking sites accounted for more than 20 percent of all display ads viewed online, with MySpace and Facebook combining to deliver more than 80 percent of ads among sites in the social networking category.

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

Top Online Display Ad Publishers in Social Networking Category
July 2009
Total U.S. - Home/Work/University Locations
Source: comScore Ad Metrix

	Total Display Ad Impressions (MM)	Share of Display Ads	Ad Exposed Unique Visitors (000)
Total Internet : Total Audience	326,899	100.0	188,589
Social Networking	68,927	21.1	129,620
MySpace Sites	30,004	9.2	64,472
Facebook.com	26,813	8.2	67,389
Tagged.com	1,940	0.6	7,422
MocoSpace.com	496	0.2	1,067
Hi5.com	461	0.1	3,459
Bebo	435	0.1	6,350
Classmates.com Sites	400	0.1	9,181
BlackPlanet.com	345	0.1	2,084
GaiaOnline.com	258	0.1	1,859
DeviantArt.com	204	0.1	3,681

"Over the past few years, social networking has become one of the most popular online activities, accounting for a significant portion of the time Internet users spend online and the pages they consume," said Jeff Hackett, comScore senior vice president. "Social networking sites now account for one out of every five ads people view online. Because the top social media sites can deliver high reach and frequency against target segments at a low cost, it appears that some advertisers are eager to use social networking sites as a new advertising delivery vehicle."

AT&T Top Display Advertiser on Social Networking Sites in July

AT&T ranked as the top display advertiser on social networking sites in July with more than 2 billion ad impressions, which accounted for 30 percent of the company's total number of display ads delivered during the month. Experian Interactive, which delivered a heavy rotation of ads for educational degree programs and credit scores, ranked second with nearly 1.3 billion impressions in the category. Two of the top ten advertisers on social networking sites in July delivered the vast majority of their impressions within the category. Pangea Media, which primarily advertises a variety of love and celebrity quizzes, delivered 90 percent of its ads on social networking sites, while online gaming provider Zynga delivered 97 percent of its ads on these sites.

Top Online Display Advertisers in Social Networking Category
 July 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore Ad Metrix

	Total Display Ad Impressions (MM)	Share of Advertiser Ad Impressions	Ad Exposed Unique Visitors (000)
-----	-----	-----	-----
Social Networking Category	68,927	21.1	129,620
-----	-----	-----	-----
AT&T, Inc.	2,067	29.5	87,080
-----	-----	-----	-----
Experian Interactive	1,250	23.9	58,991
-----	-----	-----	-----
Ask Network	950	44.6	41,379
-----	-----	-----	-----
Sprint Nextel Corporation	790	26.3	68,581
-----	-----	-----	-----
Pangea Media	572	89.6	33,079
-----	-----	-----	-----
Microsoft Sites	564	16.8	60,148
-----	-----	-----	-----
Apollo Group, Inc.	510	41.4	51,981
-----	-----	-----	-----
Zynga.com	484	96.8	40,009
-----	-----	-----	-----
GameVance.com	450	33.9	34,762
-----	-----	-----	-----
Verizon Communications Corporation	435	10.5	54,010
-----	-----	-----	-----

"Social media is becoming an increasingly attractive vehicle for major advertisers seeking to optimize campaign reach and frequency and smaller advertisers desiring to reach a highly targeted audience," added Hackett. "As social networking sites innovate on their existing ad offerings, the category should continue to grow in ad volume, while CPMs could also increase if the sites can demonstrate a high campaign ROI."

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.

Follow us on Twitter

<http://twitter.com/comScore>

<http://twitter.com/gfulgoni>

http://twitter.com/m_abraham

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved