



## Online Gaming Popularity Grows Among Youngest and Oldest Female Segments in the U.S.

### Emergence of Broader Gaming Content, Portals and Female-Oriented Sites Drives Usage

RESTON, Va., Sept 15, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released results of a study into the online gaming category, indicating significant user growth among teenage girls between the ages of 12 and 17 and women between the ages of 55 and 64. While the total female online gaming audience in August 2008 grew 27 percent versus last year to nearly 43 million visitors, the number of female gamers in the 12-24 and 55-64 age segments grew at a substantially faster rate. Growth in these particular demographic groups is likely the result of the emergence of gaming content, portals and Web sites catering specifically to these segments.

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

#### Online Gaming Site Visitation by Age Segments

August 2008 vs. August 2007

Total U.S. -- Home/Work/University Locations

Source: comScore Media Metrix

Demographic Segments	Unique Visitors (000)		
	Aug-07	Aug-08	%Change
Total Females: Online			
Gaming Category	33,888	42,884	27%
Females: 12-17	3,030	4,710	55%
Females: 18-24	3,781	5,090	35%
Females: 25-34	5,724	6,543	14%
Females: 35-44	7,990	8,839	11%
Females: 45-54	6,366	7,359	16%
Females: 55-64	3,100	4,418	43%

"Many advertisers and their ad agencies have long understood the appeal of online gaming among teenage boys, and they have now found creative ways to effectively reach these female audiences with targeted ad campaigns," said Edward Hunter, director of Gaming Solutions at comScore. "With the increased interest in online gaming among the highly lucrative teenage girl and older female demographic segments, marketers who have been hesitant to transfer some of their ad spend to the gaming space may now be taking a second look."

Contributing to strong growth in the category among younger girls is the increasing popularity of fashion and dress-up sites, such as Stardoll.com, DressUpGames.com, and I-Dressup.com, and virtual worlds such as Neopets and Gaiaonline.com. Meanwhile, the growth among older females is in part due to partnerships between women's content portals and casual game sites, such as iVillage.com's partnership with Pogo.com games.

Edward Hunter shared additional study insights during a presentation entitled, Measuring & Metrics: The Online Gaming Audience, at the Austin Game Developers Conference in Austin, Texas on September 15, 2008 at 9:30 a.m. CST.

For more information on comScore Gaming Solutions, please visit: [http://www.comscore.com/about/info\\_req.asp](http://www.comscore.com/about/info_req.asp).

#### 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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