

Number of U.S. Computers Accessing the Internet Via Mobile Broadband Soars 154 Percent in 2007

Mobile Broadband Usage Still Driven by Work Computers, but Poised for Expansion Among Broader Consumer Base

RESTON, Va., March 4, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released the results of a study of U.S. Internet usage via mobile broadband. The study examined the usage and characteristics of mobile broadband users through data collected from computers where Internet access via mobile broadband Internet service providers (ISPs) occurred. Mobile broadband employs cellular networks, where users pay subscriptions for access and the connection is made with a PC card, built-in adapter, or connections can be tethered via a cell-phone or PDA, and is different than Wi-Fi access, which is predicated on the availability of short range "hot spots" where access fees often apply incrementally for each connection. In 2007, Verizon and Sprint accounted for the majority of the mobile broadband market. AT&T has announced it will increase its coverage in 2008.

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

The number of computers using mobile broadband technology to access the Internet grew by 154 percent in Q4 2007 versus the same period in 2006.

Number of Computers Using Mobile Broadband
Q4 2007 vs. Q4 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

	Unique Computers (000)		
	Q4 2006	Q4 2007	Percent Change
Mobile Broadband	854	2,168	154%

"Though mobile broadband access is currently used by about 1 percent of the total U.S. Internet population it is poised for significant growth over the next few years," said Serge Matta, senior vice president of comScore. "As consumers increasingly demand and depend on portable Internet access, the demand for mobile broadband should continue to increase."

Work Computers Account for Most Mobile Broadband Access

At this early stage of mobile broadband, usage appears to be more a function of "need" than "want." In particular, mobile broadband shows a significantly higher presence on work computers (59 percent) than home / personal computers (41 percent).

Mobile Broadband Usage by Location
Q4 2007 vs. Q4 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Location	Percent of Computers
Total	100%
Home / Personal	41%
Work	59%

Mobile broadband is also somewhat of a luxury, skewing strongly towards the highest income households. Those making at least \$100,000 were 37 percent more likely than average to use mobile broadband and those with incomes below \$25,000 were 41 percent less likely to do so.

Mobile Broadband Usage by Income Segment
Q4 2007 vs. Q4 2006
Total U.S. - Home/Work/University Locations
Source: comScore, Inc.

Household Income	Percent of Mobile Broadband Computers	Index Mobile Broadband vs. Total Internet*
Total Households	100.0%	100
\$0 - \$24,999	5.5%	59
\$25,000 - \$49,999	15.3%	80
\$50,000 - \$74,999	27.9%	97
\$75,000 - \$99,999	15.2%	93
More than \$100,000	36.1%	137

*Index = Percent of Mobile Broadband/Percent of Total Internet x 100;
Index of 100 represents parity

"The mobile broadband market is ripening as we speak, and ISPs can benefit by increasing awareness that they have the services to meet their consumers' demands," added Matta. "Those ISPs that get ahead of the curve in understanding this emerging market will be best positioned to reap its rewards."

To request more information on comScore Mobile Broadband Solutions please visit <http://www.comscore.com/contact>

About comScore

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