



comScore Plan Metrix Mobile(TM) Now Available for Media Planning and Analysis on Mobile Devices

New Service Provides Attitudinal and Behavioral Insights into Mobile Consumers

RESTON, Va., Oct 08, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the availability of comScore Plan Metrix Mobile, the next generation of its industry-leading Plan Metrix media planning tool for use with mobile consumer segments. Developed in response to marketers' demand for sophisticated media buying tools in the mobile medium on par with those available for other media, comScore Plan Metrix Mobile provides marketers and their agencies with superior data quality by combining reported mobile behavior measurement and key mobile device ownership characteristics with comprehensive attitudinal, lifestyle and product usage information.

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

"With more than one-third of mobile users actively engaging with digital content on their phones, it is increasingly important for media planners to understand more sophisticated audience characteristics to effectively reach consumers on their mobile devices," said Evan Neufeld, vice president and senior analyst of mobile for comScore. "comScore Plan Metrix Mobile gives media planners and buyers the tools needed to target mobile consumers, meeting both their demographic and psychographic requirements, as well as providing insight into the role that device ownership characteristics play in consumer targeting."

comScore Plan Metrix Mobile provides deep insight into the mobile consumer including technology ownership and usage, expanded demographic profiles, lifestyle, attitudinal, product purchase and offline media consumption data. It allows mobile marketers to identify a set of mobile Web properties that meet target demographic and psychographic requirements across more than 5,000 variables, including purchasing habits and media consumption. This additional level of detail and granularity around consumer profiles is one that marketers are accustomed to having in other media, and need to have in order to justify placement in mobile media. Also included are the key additional dimensions of the characteristics of mobile device ownership and an understanding of mobile content consumption needed to truly optimize mobile media buying.

comScore Plan Metrix Mobile will enable advertisers and agencies to build powerful media plans and persuasive campaigns based on a deep understanding of the target audience's on-device and off-device behavior, align marketing strategies with key consumer interests and lifestyles, and identify relevant mobile properties and size any target audience based on the needs of a particular media plan. The service will enable publishers to deliver more value to their advertiser clients with improved knowledge of consumer lifestyles, attitudes and product preferences, command premium pricing by proving the relevancy of one's site to advertiser clients, and benchmark site performance against competitors in attracting key consumer target segments.

Additional product highlights include:

- Access to audience attributes across 18 different consumer profile segments including demographics, traditional media consumption, usage of telecommunications, electronics/computers, and /apparel and other behavioral segments.
- Access to mobile device ownership characteristics in nine key categories including cell phone brand, operator, price of handset, length of current subscription, mobile phone use, ownership of current handset, monthly payment tier, payment option and type of additional plan.
- Access to mobile content consumption with reporting at the category, sub-category and individual brand levels.

"As the mobile marketplace evolves, advertisers, publishers and ad networks need increasingly granular levels of audience data to evaluate strategies and meet their goals," continued Neufeld. "Plan Metrix Mobile provides parity with what media planners and buyers are accustomed to in the online space while simultaneously taking into consideration variables unique to the mobile marketplace. It is the right solution at the right time to deliver the consumer targeting and performance metrics needed to justify the allocation of ad dollars towards the promising mobile medium."

For more information on comScore Plan Metrix Mobile, please contact us at: learnmore@comscore.com

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

Cautionary Note Regarding Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore of the comScore Plan Metrix Mobile product, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the rate of development of the digital marketing intelligence, Internet advertising and eCommerce markets; the growth of the mobile platforms as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients. For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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