



## **comScore Launches Enhanced Online Media Planning Tool with Broader Insight into Consumer Preferences and Attitudes**

### **comScore Plan Metrix Serves as the Next Generation of comScore's AiM Media Planning Tool**

**Reston, VA, November 7, 2006** - comScore Networks, a leader in measuring the digital age, today launched comScore Plan Metrix, the next generation of its industry-leading media planning tool, previously known as AiM (Audience insight Measures). Plan Metrix offers improved usability and broader insight into consumer preferences. Importantly, Plan Metrix continues to provide users with unmatched data quality by combining passively observed Internet behavior measurement with comprehensive attitudinal, lifestyle, and product usage information from the same representative consumer panel.

"Combining passively observed online behavior with consumers' lifestyle and buying preferences ensures the highest level of data integrity and accuracy, which is critical to making intelligent media buys," said Lynn Bolger, executive vice president of comScore Media Metrix. "Other methodologies that capture online behavior through aided recall are unreliable for campaign planning."

Plan Metrix offers deeper insight into the consumer, including: technology ownership and usage, expanded demographic profiles, lifestyle, attitudinal, product purchase and offline media consumption data. Examples of available information include:

- Food, beverage and restaurant preferences (including coffee shops and quick-serve restaurants)
- Health histories and attitudes
- Movie, music and video preferences
- Purchasing propensity for new technology, vehicles, etc.
- Retail/apparel preferences
- Sports and leisure preferences
- Traditional media consumption (TV, newspapers and magazines)
- Travel preferences and experiences
- Internet behavior

#### **About Plan Metrix**

Plan Metrix is comScore's consumer analysis and online media planning tool. Plan Metrix combines more than 4,100 in-depth lifestyle, product usage, and demographic characteristics with comScore's continuously and passively captured behavioral measurement across nearly 10,000 online entities.

The foundation of the Plan Metrix service is an extensive lifestyle and product usage survey fielded to comScore panelists, which is integrated with passively observed online behavior at the respondent level. By using this methodology, Plan Metrix provides granular insight without relying on consumers to recall the complete details of their online browsing behavior - which most consumers cannot do accurately.

Plan Metrix is delivered as a component of the comScore MyMetrix service. This integrated approach, consistent with other comScore Media Metrix applications, provides users with the advanced capabilities of the Plan Metrix database while maximizing efficiency and ease of analysis.

Plan Metrix is used by leading publishers, adverting agencies and ad networks, including Advertising.com, AOL, AvenueA, Belo Interactive, Burst! Media, Careerbuilder, Clear Channel, Cox Communications, Digitas, GameDaily, Knight-Ridder, Leapfrog Online, Media Contacts, Modem Media, Moxie Interactive, OMD, Starcom IP, Terra, Universal McCann, ValueClick Media and Yahoo!.

### **About comScore Media Metrix**

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

### **About comScore Networks**

comScore Networks is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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