



## comScore Named to Inaugural IAB Singapore Leadership Council

### Joe Nguyen, VP of Sales for Southeast Asia, Elected as comScore Council Representative

SINGAPORE CITY, Singapore, Sept 09, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced that Joe Nguyen, vice president of sales for Southeast Asia, has been elected to the inaugural Leadership Council of the Interactive Advertising Bureau (IAB) Southeast Asia: Singapore Chapter. Recently formed in June 2009, the IAB Singapore Chapter was created to raise the profile of the digital industry and promote the investment in interactive advertising across Singapore and Southeast Asia. The role of the Leadership Council is to guide the strategic direction of the IAB based on the views and recommendations of its members.

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

"The formation of the IAB Singapore Chapter and its Leadership Council underscores the growing importance and strength of the digital advertising industry in Singapore and throughout the region," said Ken Mandel, vice-president and managing director of Yahoo! Southeast Asia, and Chairman of the IAB Leadership Council. "The Council will play a critical role in guiding the organization toward goals that enhance the digital industry and benefit our members as we strive to increase digital ad spend within the region."

comScore will join several other industry-leading organizations on the Leadership Council including, Yahoo! Southeast Asia, Google Southeast Asia, Third Space Asia, Singapore Press Holdings, Digital Direction, Singtel Digital Media, Mediacorp and ADMAX Network.

Mr. Nguyen of comScore added, "As a member of the IAB Singapore Leadership Council, comScore is committed to the advancement of the digital marketing by providing industry stakeholders with trusted metrics that will deliver greater transparency, enhanced media accountability, and a platform for marketers to improve their digital performance."

#### About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. In an independent survey of 800 of the most influential publishers, advertising agencies and advertisers conducted by William Blair & Company in January 2009, comScore was rated the most preferred online audience measurement service by 50% of respondents, a full 25 points ahead of its nearest competitor. comScore's capabilities are based on a massive, global cross-section of approximately 2 million Internet users 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 gathers and integrates their attitudes and intentions. Using its proprietary technology, comScore measures what matters across a broad spectrum of digital behavior and attitudes, helping clients design more powerful marketing strategies that deliver superior ROI. With its recent acquisition of M:Metrics, comScore is also a leading source of data on mobile usage. comScore services are used by more than 1,100 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, the University of Chicago, Verizon Services Group and ViaMichelin. For more information, please visit [www.comscore.com](http://www.comscore.com)

#### About the IAB

The Interactive Advertising Bureau Southeast Asia: Singapore Chapter has been established and supported by over 40 leading digital advertising companies operating in Singapore and Southeast Asia. On behalf of its members, the IAB is dedicated to increasing investment in interactive advertising. Internationally, individual-country IABs act to educate marketers, advertising agencies, media companies and the wider business community about the value of interactive advertising, evaluate and recommend standards and practices, and develop and distribute research on interactive advertising. For more information, please visit [www.iab.sg](http://www.iab.sg)

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