

Online Gaming Audience in Japan Jumps 28 Percent in Past Year Reaching Record Numbers

Yahoo! Games Leads as Most Visited Site, While Hangame.co.jp Sees Greatest Usage Intensity

TOKYO, Sept 15, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a study of online gaming in Japan finding that the gamer population is growing rapidly, surging 28 percent over the past year to 16.5 million visitors in July 2009, and reaching nearly one fourth of Japan's online population.

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

"As a growing number of people turn to the Internet as an entertainment channel, many online gaming sites have seen their traffic levels swell to record numbers," said Maru Sato, managing director of comScore Japan. "Online gaming has not only captured a growing number of visitors, but also shows some of the highest levels of engagement on the Web with users averaging more than an hour on gaming sites in July."

Online Gaming Sites Lure Increasing Number of Visitors in 2009

The number of visitors to the online gaming category in Japan rose 28 percent during the past year to nearly 16.5 million visitors. Yahoo! Games led the category with 4.8 million visitors, up 13 percent from the previous year. Hangame.co.jp captured the #2 spot with 3 million visitors, followed by Wazap.com with 2.5 million visitors (up 42 percent). Gamepot Inc. (up 37 percent) and Goo Games (up 77 percent) also witnessed significant growth.

Top Online Gaming Sites in Japan by Unique Visitors

July 2009

Total Japanese Internet Audience*, Age 15+ - Home & Work Locations

Source: comScore World Metrix

	Total Unique Visitors (000)		
	Jul-2008	Jul-2009	% Change
Total Internet : Total Audience	56,786	66,868	18
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Online Gaming	12,817	16,466	28
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Yahoo! Games	4,279	4,835	13
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HANGAME.CO.JP	3,698	2,995	-19
-----	-----	-----	---
WAZAP.COM	1,738	2,475	42
-----	-----	-----	--
Nexon Corporation	1,922	1,682	-13
-----	-----	-----	---
CHIBICON.NET	1,102	978	-11
-----	-----	-----	---
DQIX.JP	N/A	922	N/A
-----	-----	-----	---
Gamepot Inc.	493	675	37
-----	-----	-----	--
Goo Games	360	638	77
-----	-----	-----	--
GAMANIA.CO.JP	605	592	-2
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MSN Games	594	546	-8

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

Online Gaming Sites Witness Strong Engagement Among Users

In July, visitors to gaming sites each spent an average of 76 minutes on the sites and frequented them an average of eight times, making gaming one of the most engaging activities on the Web. Of the most trafficked gaming sites, Hangame.co.jp led as the most engaging with its visitors averaging 2 hours on the site and visiting the site 11 times throughout the month. Yahoo! Games, the most visited online gaming destination, was also home to heavy gamers who spent an average of 1 hour and 15 minutes on the site during the month.

Other sites witnessing heavy usage included Nexon Corporation (44 minutes per visitor and 8 visits per visitor), Gamepot Inc. (53 minutes per visitor and 10 visits per visitor), and Gamania.co.jp (24 minutes per visitor and 5 visits per visitor).

Top Online Gaming Sites in Japan by Unique Visitors and Engagement
July 2009

Total Japanese Internet Audience*, Age 15+ - Home & Work Locations
Source: comScore World Metrix

	Total Unique Visitors (000)	Average Minutes per Visitor	Average Visits per Visitor
	-----	-----	-----
Total Internet :			
Total Audience	66,868	1,087.4	42.1
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Online Gaming	16,466	76.2	8.1
-----	-----	-----	-----
Yahoo! Games	4,835	83.1	3.6
-----	-----	-----	-----
HANGAME.CO.JP	2,995	117.9	11.0
-----	-----	-----	-----
WAZAP.COM	2,475	2.4	2.2
-----	-----	-----	-----
Nexon Corporation	1,682	43.6	8.4
-----	-----	-----	-----
CHIBICON.NET	978	0.7	1.9
-----	---	---	---
DQIX.JP	922	3.1	1.6
-----	---	---	---
Gamepot Inc.	675	52.5	10.1
-----	---	---	---
Goo Games	638	20.4	3.1
-----	---	---	---
GAMANIA.CO.JP	592	24.3	4.9
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MSN Games	546	4.2	1.7
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*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

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