

Auto Manufacturers Continue to Advertise SUVs Online Over More Fuel-Efficient Models, According to comScore Ad Metrix

--Ford Motor Company Ranks as Top Automotive Advertiser Online Reaching one-third of U.S. Online Audience

RESTON, Va., March 25, 2009 /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 online automotive advertising, based on data from the comScore Ad Metrix service, including the debut release of data from comScore's new product-level dictionary.

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

The study revealed that Ford Motor Company was the top auto advertiser in January with 481 million display ad impressions, followed by Toyota with 384 million and General Motors with 316 million. The top ten auto manufacturers accounted for 58 percent of the 1.9 billion ad impressions in the segment, with the "Big Three" U.S. automakers (Ford, GM and Chrysler) accounting for 26 percent.

Top Advertisers among Auto Manufacturers by Total Display Ad Impressions
January 2009
Total U.S. - Home/Work/University Locations
Source: comScore Ad Metrix

	Total Display Ad Impressions (000)	Share of Auto Ad Impressions	Advertising Exposed Unique Persons (000)	Advertising Exposed Reach (% of Internet Users)
Auto Manufacturers	1,949,570	100.0%	120,135	65.1%
Ford Motor Company	480,734	14.7%	59,829	32.4%
Toyota	384,166	11.7%	45,874	24.9%
General Motors	316,493	9.7%	44,438	24.1%
Mercedes-Benz	265,063	8.1%	37,284	20.2%
Honda	163,387	5.0%	28,020	15.2%
Nissan	126,773	3.9%	21,064	11.4%
Hyundai Motors Inc.	55,773	1.7%	6,317	3.4%
Volkswagen	46,407	1.4%	13,125	7.1%
BMW	28,273	0.9%	4,776	2.6%
Chrysler LLC	23,793	0.7%	6,608	3.6%

Automotive advertisers delivered nearly 2 billion ad impressions and reached 120 million people, or 65 percent of the total Internet audience, in January 2009. This represents a decline of 43 percent in online ad impressions for the auto industry versus January 2008.

GMC Yukon the Most Advertised SUV Online, Chevy Malibu Tops among "Green" Models

As part of the study, comScore identified the most advertised SUV and Fuel Efficient/Hybrid vehicles using the new comScore Ad Metrix product dictionary, which allows an identification of online advertisements at the product level. Interestingly, the auto companies delivered nearly six times more display ads for SUVs (65.0 million) than Fuel-Efficient/Hybrid models (9.9 million) in January 2009. The most advertised SUV model online was the GMC Yukon, with 22 million ad impressions, followed by the KIA Borrego (10.3 million) and Toyota Sequoia (8.5 million).

Top SUV Models Advertised Online by Total Display Ads
 January 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore Ad Metrix

	Total Display Ad Impressions (000)	Advertising Exposed Unique Persons (000)	Advertising Reach (% of Internet Users)	Average Frequency (No. of Ad Impressions per Person)
Total SUVs	64,951	16,997	9.2%	3.8
GMC Yukon	21,986	8,124	4.4%	2.7
KIA Borrego	10,315	2,133	1.2%	4.8
Toyota Sequoia	8,498	1,705	0.9%	5.0
Toyota Highlander	4,104	1,321	0.7%	3.1
Ford Flex	4,050	1,318	0.4%	3.1

Meanwhile, the top "green" model advertised online was the Chevy Malibu, which received 1.4 million ad impressions promoting its fuel-efficiency or hybrid model, followed by the Lexus LS Hybrid (1.2 million) and Lexus RX Hybrid (1.0 million).

Top Fuel-Efficient/Hybrid Models Advertised Online by Total Display Ads
 January 2009
 Total U.S. - Home/Work/University Locations
 Source: comScore Ad Metrix

	Total Display Ad Impressions (000)	Advertising Exposed Unique Persons (000)	Advertising Exposed Reach (% of Internet Users)	Average Frequency (No. of Ad Impressions per Person)
Total Fuel-Efficient/Hybrids	9,852	4,357	2.4%	2.7
Chevrolet Malibu	1,409	640	0.3%	2.2
Lexus LS	1,239	607	0.3%	2.0
Honda Civic	1,180	423	0.2%	2.8
Toyota Prius	1,077	314	0.2%	3.4
Lexus RX	1,046	579	0.3%	1.8

"The collective online advertising strategy of automakers shows a low level of online advertising for their green models and higher levels for their heavier gas consumption vehicles," said Jeff Hackett, comScore senior vice president. "While SUVs may still drive a larger share of sales for the automakers, comScore research has shown that online is an effective brand-building medium and now might be a good time to begin shifting allocation of dollars and mindshare towards the models of the future."

About comScore

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

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