comScore Releases Russian Web Site Rankings for February

comScore Executive to Present 'State of the Global Internet' at the Conference: Internet & Business on April 16

LONDON, April 11, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released a study of Russian Internet usage from the comScore World Metrix audience measurement service. The study revealed that the average Russian Internet user went online 13 days in February, spent an average of 82 minutes per day online, and consumed 2,322 pages of content during the month.

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

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Overview of Russian Internet Usage
February 2008
Total Russian Federation, Age 15+ - Home and Work Locations*
Source: comScore World Metrix
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Measures	Europe	Russian Federation
Average Minutes per Visitor	1,515	1,078
Average Minutes per Usage Day	91	82
Average Pages per Visitor	2,753	2,322
Average Pages per Usage Day	166	177
Average Usage Days per Visitor	17	13

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*Excludes traffic from public computers such as Internet cafes or access
 from mobile phones or PDAs.
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"The Russian Internet market has been experiencing rapid development, with its audience growing 25 percent during the past year," said Linda Boland Abraham, comScore Executive Vice President. "Several Russian Internet brands are leading the way, so it's clear that there are strong opportunities for Internet-based businesses as this market continues to expand."

Ms. Abraham will be presenting comScore's "State of the Global Internet" report at the Conference: Internet & Business (CIB) on April 16, 2008 at 2:30 PM in the Round Hall of the BOR Health and Recreation Center in the Moscow region. For companies interested in attending or meeting with Ms. Abraham to learn more about comScore's capabilities, please visit http://www.comscore.com/request/moscow.aspor phone Mike Read at +44 (0) 207 099 1763.

Top 15 Russian Web Properties

Russian-language search engine Yandex reached 62 percent of the Russian Internet audience, making it the top Web property in February, followed by Mail.Ru Sites (51 percent reach), Rambler Media (49 percent reach), AOL LLC (42 percent reach) and Google Sites (41 percent reach).

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Top 15 Russian Internet Properties by Audience Reach
February 2008
Total Russian Federation, Age 15+ - Home and Work Locations*
Source: comScore World Metrix
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Property	% Reach	Average Minutes per Visitor
Total Internet	100.0	1,078

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Yandex                                    62.4              89
Mail.Ru Sites                             51.0             127
Rambler Media                             49.1              61
AOL LLC                                   42.4             178
Google Sites                              40.5              58
Microsoft Sites                           33.3              37
ODNOKLASSNIKI.RU                          29.9             120
VKONTAKTE.RU                              29.6             689
Qip                                       26.6               3
Connexus                                  18.9               4
SUP                                       17.8              34
BIGMIR.NET                                17.3              11
RBC.RU                                    15.9              17
Wikipedia Sites                           15.8              12
LIVEINTERNET.RU                           15.6              77
*Excludes traffic from public computers such as Internet cafes or access
 from mobile phones or PDAs.
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Social networking is a particularly popular online pastime in Russia, as evidenced by the strength of a few social networking sites ranking among the top properties. Odnoklassniki.Ru was the seventh most-visited property with an audience reach of 30 percent, while Vkontakte.Ru ranked just behind. Vkontakte.Ru also generated particularly strong engagement among its visitors, who spent an average of 689 minutes at the site during the month.

Top 10 Russian Search Properties

In February, Yandex led all search properties with 47.4 percent of all searches conducted in Russia, followed by Google Sites (31.2 percent), Rambler Media (9.7 percent), Mail.Ru Sites (7 percent), and Yahoo! Sites (1.3 percent).

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Top 10 Russian Search Properties
February 2008
Total Russian Federation, Age 15+ - Home and Work Locations*
Source: comScore qSearch 2.0

Search Property                       Share of
                                      Searches
Total Internet                          100.0
Yandex                                   47.4
Google Sites                             31.2
Rambler Media                             9.7
Mail.Ru Sites                             7.0
Yahoo! Sites                              1.3
AOL LLC                                   1.1
Microsoft Sites                           0.6
Wikipedia Sites                           0.6
LIVEINTERNET.RU                           0.3
Amazon Sites                              0.2
eBay                                      0.1
*Excludes traffic from public computers such as Internet cafes or access
 from mobile phones or PDAs.
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About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. 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 analysts 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 nearly 900 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, Nestlé, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit http://www.comscore.com

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