



comScore Announces Enhanced Measurement of Blog Audiences

RESTON, Va., Sept 11, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced the introduction of the comScore Conversational Media Report, a new service that provides enhanced worldwide measurement of the audiences for blogging sites in the burgeoning conversational media space, which includes mainstream and niche blogs and social networking sites.

In publishing a comprehensive reporting of audience behavior for conversational media sites, comScore is again leading the industry -- as it did in providing the first measurement of emerging technologies such as video streaming and widgets.

Following extensive collaboration with Federated Media Publishing, which works with more than 140 influential conversational Web sites and marketers, comScore has implemented a custom weighting and projection system to assure that the reporting of this category properly reflects the characteristics of the visitors to blogging sites across a wide range of topics and interests. The comScore Conversational Media report will be available as a custom report within comScore's MyMetrix interface. comScore's new data projections pertain to the worldwide Internet audience and do not affect any site categories beyond Conversational Media. For a more detailed methodology view please refer to comScore's Web site: http://www.comscore.com/request/conversational_media.asp.

"With the creation and consumption of user generated Web 2.0 content continuing to grow at a rapid pace, our customers are requesting expanded reporting of consumer usage," commented Dr. Magid Abraham, CEO and co-founder of comScore. "The comScore Conversational Media Report gives the most comprehensive and accurate view of this market by properly accounting for heavy users of blogging sites. This report is the latest example of comScore innovation in response to the challenges of measuring the Web 2.0 universe, and we're delighted to be collaborating with Federated Media on this important measurement initiative."

"We're very excited that comScore has released the Conversational Media Report, providing the most accurate worldwide audience estimates for the conversational media space," said John Battelle, founder and CEO of Federated Media. "comScore has stepped up to the plate and delivered on this complex and important audience measurement challenge, and we're pleased that they asked for our help."

For marketers, the new Conversational Media report opens the door to an exciting new place for them to reach and interact with their audiences.

Casey Jones, VP Marketing at Dell Corporation commented: "The most insightful marketers in the world have always recognized that building a great brand starts with a conversation and succeeds based on the quality of that conversation -- conversations with customers, potential customers, influencers, the press, and the supply and demand chain. Everyone. It's only now, in this time, that technology has enabled our marketing ears to become finely tuned. We hear things that were never audible to us. Our customers hear us, even our whispers, in high-fidelity surround sound. It is time for new tools that allow all of us to measure and understand the value and the impact of those conversations."

"Technology has enabled a borderless and real-time means of communication. As this becomes more pervasive and mainstream, it is critical for the marketing industry to understand and track these conversations to help inform investment decisions that engage consumers in unexpected and captivating ways," said Laura Desmond, CEO, Starcom MediaVest Group, The Americas. "Initiatives like comScore's Conversational Media report will help advance our industry towards a more accountable approach to understanding and leveraging conversation marketing in the online space. I'm excited about its potential."

For more information on the comScore Conversational Media report, please visit: <http://www.comscore.com/contact>.

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 more than 700 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,

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