

Brazilians' Engagement With Online Multimedia Content Impeded by Lack of Home Broadband Penetration

comScore World Metrix Study Highlights Potential for Significant Multimedia Growth in Brazil As Broadband Penetration Rates Rise

RESTON, Va., Sept 17, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released results from a study of online visitation to multimedia Web sites in Brazil. The multimedia category includes sites offering video, music, and other entertainment-based applications. The study showed that while Brazilian Internet users tend to visit multimedia sites as frequently as the rest of the world, an indicator of high potential demand for the content on these sites, they spend considerably less time on average on these sites due to technological impediments.

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

"As a developing Internet market, Brazil still has relatively low broadband penetration, which tends to inhibit extended periods of engagement with multimedia content because of the slow download speed," said Alex Banks, comScore managing director of Latin America. "However, Brazilian Internet users' frequent visits to the site category indicate strong latent consumer demand, meaning that as broadband penetration rates in Brazil increase, the time spent engaging with this content can be expected to rise considerably."

Multimedia Category Visitation and Engagement
 July 2008
 Total Worldwide and Brazil, Age 15+, Home and Work Locations*
 Source: comScore World Metrix

	Multimedia		
	Average Minutes per Visitor	Average Minutes per Visit	Average Visits per Visitor
Worldwide	103.8	11.2	9.3
Brazil	73.5	7.9	9.3
Brazil's Rank (Among 37 Countries Individually Reported by comScore)	#32	#36	#14

* comScore Media Metrix monitors the online activities of individuals in Brazil within a universe defined as those aged 15+ who have accessed the Internet from either a home or a work computer in the past 30 days. It excludes traffic from public computers, such as Internet cafes or access from mobile phones/PDAs. Since a significant number of consumers in Brazil access the Internet from outside this universe definition, comScore has developed an Extended Universe for the online population in Brazil, which is estimated differently than comScore's Total Internet estimate. comScore estimates Brazil's Extended Universe to be 56.2 million.

Video Web Sites Lead Multimedia Category

Of the top 20 multimedia properties in Brazil, 12 of them are primarily video-sharing sites and all of them include general video functionality. YouTube.com led the category with 11.5 million visitors in July, followed by Globos Videos with 8.3 million visitors. Other video-sharing sites within the top ten include MSN Video (1.5 million visitors), StartVG.com (1.1 million visitors), and WeShow.com (756,000 visitors). YouTube.com was the only site in the category with an average engagement duration greater than ten minutes per person during the month (12.9).

Top 20 Multimedia Sites by Unique Visitors
 July 2008
 Total Brazil, Age 15+, Home and Work Locations*
 Source: comScore World Metrix

Sites	Total Unique Visitors (000)	Average Minutes per Visit	Average Visits per Visitor
Total Brazilian			
Internet Audience	25,288	34.9	49.3
Multimedia	16,720	7.9	9.3
YOUTUBE.COM	11,549	12.9	6.5
Globo Videos	8,293	2.5	6.2
WindowsMedia	3,580	2.3	2.8
MSN Music	2,053	3.6	1.8
MSN Video	1,520	0.6	1.5
Real.com Network	1,326	4.5	3.0
WinAmp (App)	1,201	N/A	N/A
STARTVG.COM	1,143	5.0	2.8
WESHOW.COM	756	2.6	1.3
iTunes Software (App)	717	N/A	N/A
70MMVIDEOS.COM	698	0.4	2.2
Photobucket.com LLC	553	3.7	2.2
Break Media	497	1.9	1.5
iG Megaplayer	457	2.8	1.8
4DH.COM	410	2.7	1.3
VIDEOPOP.COM.BR	405	0.2	1.6
MTV Networks Music	370	1.9	1.7
Jokeroo Entertainment Inc.	359	1.1	1.4
ORTUBES.COM	354	3.6	1.4
Metacafe	345	2.3	1.4

* comScore Media Metrix monitors the online activities of individuals in Brazil within a universe defined as those aged 15+ who have accessed the Internet from either a home or a work computer in the past 30 days. It excludes traffic from public computers, such as Internet cafes or access from mobile phones/PDAs. Since a significant number of consumers in Brazil access the Internet from outside this universe definition, comScore has developed an Extended Universe for the online population in Brazil, which is estimated differently than comScore's Total Internet estimate. comScore estimates Brazil's Extended Universe to be 56.2 million.

The findings were presented today by comScore's Alex Banks at the TV 2.0 Summit in Sao Paulo, Brazil. To request a copy of the presentation, please visit: <http://www.comscore.com/slides>.

For more information on comScore capabilities in Latin America, please visit: http://www.comscore.com/about/info_req.asp.

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 <http://www.comscore.com/boilerplate>.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX