

comScore Publishes the First Comprehensive Review of Asia-Pacific Internet Usage

Region Accounts for One-Third of World's Online Population with Country Internet Penetration Rates Ranging from 3 percent to 65 percent Yahoo! Sites Are the Most Popular in the Region Panel-Based Measurement Facilitates Comparisons Across Countries

TOKYO, July 8, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released the first comprehensive review of Internet behavior covering 10 countries in the Asia-Pacific region. The comScore World Metrix study reveals that in May there were nearly 284 million people age 15 or older who accessed the Internet from either a home or work computer in the region. This represents 10 percent of the Asian-Pacific population 15 years of age and older. The average person in the Asia-Pacific region visited the Internet on 13.8 days in the month and spent 20.2 hours viewing 2,171 pages. This compares to the global averages of 17.1 usage days per month, 25.2 hours per month, and 2,519 pages per month, indicating that the Asia-Pacific region's PC-based Internet usage is somewhat lower than the rest of the world.

The comScore study compares activity across the 10 countries where comScore reports on Internet usage with a consistent panel-based measurement for harmonized cross-country comparisons. Significant findings from the study include:

- South Korea boasts the greatest rate of Internet usage, with 65 percent of its population using the Internet in May (home and work locations, age 15 or older), followed by Australia (62 percent), New Zealand (60 percent) and Hong Kong (59 percent). India has the lowest penetration at just 3 percent.
- China clearly has the largest online population with 91.5 million people (age 15 or older accessing the Internet from either a home or a work computer in May 2007), but this translates to a penetration of only 9 percent of the country's population. Japan has 53.7 million users (49 percent penetration) and South Korea 26.3 million (65 percent penetration). Combined, these 3 countries account for 60 percent of the region's Internet population.
- South Korea has the most active online population, using the Internet an average of 17.4 days per person in May, and dedicating 31.2 hours to viewing 4,546 pages during the month - twice as many pages as the regional average of 2,171 pages per user.
- New Zealanders constitute the smallest online population in the region (1,949 million people) but are online 16.4 days per month, versus the regional average of 13.8 days.

Asia-Pacific Online Audience

May 2007

All Asia-Pacific - Home and Work Locations, Age 15+*

Source: comScore World Metrix

	Monthly Unique Users (000)*	Internet Penetration**	Average Daily Users (000)*	Average Usage Days per User	Average Monthly Hours per User	Average Monthly Pages Viewed per User
Worldwide	771,997	16%	427,005	17.1	25.2	2,519
Asia-Pacific***	283,519	10%	126,398	13.8	20.2	2,171
Australia	10,109	62%	5,147	15.8	21.2	1,758

China	91,527	9%	38,023	12.9	19.3	2,279
Hong Kong	3,550	59%	1,924	16.8	25.5	2,545
India	22,805	3%	8,415	11.4	14.7	1,400
Japan	53,682	49%	26,157	15.1	19.2	2,200
Malaysia	7,521	45%	2,362	9.7	15.2	1,239
New Zealand	1,949	60%	1,030	16.4	20.7	1,824
Singapore	2,226	58%	1,113	15.5	25.7	2,406
South Korea	26,278	65%	14,718	17.4	31.2	4,546
Taiwan	9,319	50%	4,814	16.0	27.4	2,659

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

** Estimated Users age 15+ active within 30 days from Home or Work computer as a percentage of total country population age 15+.

***Total Asia-Pacific, including countries other than the 10 countries that comScore provides individual country-level reporting.

-- Yahoo! Sites are the most popular in the region, ranking in the top three positions in seven of the ten countries studied.

Asia-Pacific Online Audience

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Top 3 Properties Based on Monthly Unique Visitors

	1	2	3
Worldwide	Google Sites	Microsoft Sites	Yahoo! Sites
Asia-Pacific*	Yahoo! Sites	Microsoft Sites	Google Sites
Australia	Microsoft Sites	Google Sites	Yahoo! Sites
China	Microsoft Sites	Baidu Sites	TENCENT
Hong Kong	Yahoo! Sites	Microsoft Sites	Google Sites
India	Yahoo! Sites	Google Sites	Microsoft Sites
Japan	Yahoo! Sites	Microsoft Sites	Google Sites
Malaysia	Yahoo! Sites	Google Sites	Microsoft Sites
New Zealand	Microsoft Sites	Google Sites	Fairfax Media
Singapore	Yahoo! Sites	Microsoft Sites	Google Sites
South Korea	NHN Corporation	Lycos Sites	Microsoft Sites
Taiwan	Yahoo! Sites	Microsoft Sites	Google Sites

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

** Total Asia-Pacific, including countries other than the 10 countries that comScore provides individual country-level reporting.

"We all know that the Asia-Pacific region is large and that Internet usage is growing rapidly. What is fascinating about this study is that it allows us to compare Internet usage across countries using a consistent measurement methodology and to then determine where PC-based Internet engagement is most developed. We are looking forward to providing additional insight into the online dynamics of this important region in the future," commented Bob Ivins, executive vice president of comScore.

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, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, 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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