

## Tapulous's Tap Tap Revenge Has Been Downloaded by 1 out of 3 iTunes Application Users

### --comScore Apple App Store Report Enables Digital Marketers to Understand Audience Size, Demographics and Online Behavior of iTunes App Installers

RESTON, Va., April 7, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today reported that Tapulous's Tap Tap Revenge has the largest installed base among applications downloaded from the Apple App Store, with 34 percent of Apple App users having installed the game by February 2009, according to the comScore Apple App Store Report. The new report, which observes the cumulative installed base of applications downloaded via iTunes, is the first tool enabling digital marketers to understand the audience size, demographic profile and online behaviors of Apple app users.

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

"It's impressive that a game like Tapulous's Tap Tap Revenge can attract a higher penetration among Apple app users than apps for larger and more established brands," said Brian Jurutka, vice president, comScore. "Tap Tap's success demonstrates that there is ample opportunity in the app space for any publisher to obtain significant distribution with a product that engages users. Since the number of app users is growing nearly ten percent each month, that opportunity will only continue to grow for both existing and emerging app developers."

#### Top 25 Apple Apps

A review of the top 25 most heavily penetrated apps illustrates the importance of gaming to devices like the iPod Touch and the iPhone. Twelve out of the 25 most popular mobile apps were games, including classics like Hangman and Pac-man, and more non-conventional titles like Cube Runner and Crazy Penguin Catapult. Among non-gaming applications, Stylem Media's "Backgrounds" applications had the highest installed base, followed closely by the top social networking applications: Facebook and MySpace Mobile.

Top 25 Apps by Penetration of Apple App Users  
February 2009  
Total U.S. - Home/Work/University Locations  
Source: comScore Apple App Store Report

Application	Penetration Of Installs	Category	Developer
Tap Tap Revenge	32%	Games	Tapulous, Inc.
Backgrounds	27%	Entertainment	Stylem Media
Touch Hockey: FS5	26%	Games	FlipSide5, Inc.
Facebook	26%	Social Networking	Facebook, Inc.
Pac-Man	24%	Games	Namco
iBowl	24%	Games	SGN
MySpace Mobile	23%	Social Networking	MySpace.com
Google Earth	22%	Travel	Google Inc.
Labyrinth	22%	Games	Codify AB
Pandora	21%	Music	Pandora Media, Inc.
AIM	19%	Social Networking	AOL
Flashlight	19%	Utilities	John Haney
Virtual Zippo Lighter	18%	Lifestyle	Moderati Inc. and Zippo Manufacturing Co.
Movies	18%	News	Flixster
Hangman	18%	Games	Jamssoft
Bubblewrap	18%	Entertainment	Orsome Software Ltd.
Lightsaber Unleashed	17%	Entertainment	Lucasfilm Ltd
Shazam	17%	Music	Shazam Entertainment Ltd.
Mazefinger	16%	Games	ngmoco
Cube Runner	16%	Games	Andy Qua
Sol Solitaire	15%	Games	Smallware LLC
Crazy Penguin Catapult	15%	Games	Digital Chocolate Inc.
Topple	15%	Games	ngmoco
Sudoku	14%	Games	Mighty Mighty Good Games
Remote	13%	Entertainment	Apple

"comScore's Apple App Store data confirms the popularity of Tap Tap Revenge," said Bart Decrem, CEO, Tapulous. "Unlike other Apple app rankings, which list apps by popularity during a given time period, the comScore view shows the cumulative installed base of the applications, thereby revealing the true size of the audience that can be reached. For example, we are able to see that some of the top gaming apps reach even more people than the most popular social networking apps. With such a large base having already installed the free version of the product, converting even a small portion into paid versions using premium content like Coldplay and Tap Tap Dance represents significant revenue upside."

#### Apple App Users Are Highly Engaged, Upper-Income Media Consumers

comScore also analyzed the demographic and online behavioral profile of Apple app users, to determine their overall attractiveness to advertisers as an audience. The results indicated that app users were a particularly desirable audience because they were higher-than-average income consumers heavily engaged with online media content.

The online site categories with which app users spent the greatest amount of time relative to the average Internet users (as measured by their engagement index\*) revealed above average engagement with retail, conversational media (social networking and blogs), entertainment, sports and search sites. So, not only do they engage with a variety of social and multimedia content, but they are also reachable and engaged online consumers.

Top Site Categories Visited by Apple App Users  
February 2009 vs. January 2009  
Total U.S. - Home/Work/University Locations  
Source: comScore Apple App Store Report

Site Category	iTunes App Users Engagement Index*
Retail	149
Conversational Media	138
Entertainment	136
Sports	134
Search/Navigation	128

\*Engagement Index = Average minutes among iTunes app users/average minutes among total Internet users x 100; Index of 100 represents average engagement

Other notable findings about Apple app users include:

- They are 32 percent more likely than average to belong to households earning at least \$100,000 per year. This income segment represented 35 percent of all app users.
- More than half (54 percent) of app users are in households making at least \$75,000 per year.
- They were at least three times more likely than the average Internet user to visit several popular gaming sites, including Ultimate-guitar.com, IGN Entertainment, GameStop, AddictingGames, Xbox.com, Blizzard Entertainment, SourceForge and EA.com.
- They were also at least three times more likely than average to visit several popular social/communication/entertainment sites, including: AOL Instant Messenger, Hulu, Twitter.com, Digg.com, iMeem and MTV.com.

About the comScore Apple App Store Report

A subscription to the monthly Apple App Store Report is available. The report can be used to answer the following questions:

- Which Apple apps are the most popular and have the largest installed base?
- Which Apple app categories (e.g. games, entertainment, social networking, etc.) are the most popular?
- What is the demographic profile of Apple app users?
- What is the online behavioral profile of Apple app users?
  
- How do Apple app users engage with online media and/or brands?

For more information on subscribing to the report, please contact Brian Jurutka at (703) 438-2113 or [bjurutka@comscore.com](mailto:bjurutka@comscore.com).

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](http://www.comscore.com/companyinfo).

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