



comScore Networks and Federated Media Announce Measurement Initiative for Conversational Media Sites

RESTON, VA, February 2, 2007 – comScore Networks, a leader in measuring the digital age, and Federated Media, representative of more than 110 independent conversational media sites (including Digg, PROTRADE, BoingBoing and Dooce), today announced a research and development initiative designed to provide comprehensive measurement of conversational media such as blogs and community-driven sites. As part of this research endeavor, comScore will build a database using a customized weighting and projection system designed specifically for measuring the conversational media and blogging sector.

Differences between comScore's measurements and site server data have previously led to controversy regarding the true audience size for several well known sites. Further, given the inherent limitations of server data in providing audience demographics, the industry has been eager for a solution that quantifies the value of blog audiences for potential advertisers.

"The complex nature of blogs and community-driven sites like Digg presents unique measurement challenges," said Magid Abraham, president and CEO of comScore Networks. "In partnering with Federated Media, comScore will harness their experience with a large network of blogs and consumer generated sites to ensure that the blogosphere has available to it the most accurate and reliable third-party measurement services."

"We're delighted to be working with comScore on this important measurement effort," said John Battelle, chairman and publisher of Federated Media. "If anyone can provide the audience measurement services needed by the conversational media world, it's comScore."

About comScore Networks

comScore Networks is a global leader in measuring the digital age. 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 provides insight on a broad spectrum of behavior and attitudes. comScore consultants 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

About Federated Media Publishing Inc.

At FM, we believe great voices attract great audiences. We're in the business of supporting those voices by connecting them to great marketers, as well as providing a suite of services that let authors focus on what they do best: make compelling media. In so doing, we are creating federations of respected voices that prosper on their own terms. Current federations include Sports, Technology, Automotive, Business & Marketing, Media & Entertainment, Momentum, and Parenting.

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