

comScore Publishes First Review of Latin American Internet Usage

Average Latin American Internet User Spent 29 Hours Online in June

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comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released the first report on Latin American Internet usage, based on data collected through the comScore World Metrix audience ratings service. The following are the findings from the study of the online behavior of Latin American Internet users age 15 and older, accessing the Internet from either a home or a work computer in June 2007:

- Brazil had the largest online population with 15.8 million users, which is 11 percent of the country's population over the age of 15. However Chile, with 45 percent of its population online, had the highest Internet penetration.
- The average Latin American Internet user spent 29 hours online during the month -- more than the global average of 25 hours.
- Internet users in Argentina were the most active of all users in the region -- accessing the Internet an average of 18 days in the month.
- The Brazilian Internet user viewed, on average, 3,371 pages during the month -- 40 percent more than the Latin American average of 2,338.

Said Bob Ivins, EVP of comScore International Markets, "Because of its size and rapid development, the Internet industry in Latin America is an exciting region to track and analyze. We have been reporting country-specific browsing data from the comScore panel for a number of years but this is the first time we have compared metrics across the region."

Latin American Internet Penetration*

June 2007

Total Latin America, Age 15+ - Home and Work Locations**

Source: comScore World Metrix

Country	Total Population (000)***	Monthly Unique Visitors (000)	Internet Penetration
Total Latin American Audience, Age 15+	407,424	53,664	13 %
Argentina	30,262	7,233	24 %
Brazil	141,843	15,849	11 %
Chile	12,353	5,593	45 %
Colombia	31,144	2,708	9 %
Mexico	75,993	10,731	14 %
Puerto Rico	3,118	809	26 %

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

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

***Source: US Census Bureau, International database. All adults, age 15+

Latin American Online Audience

June 2007

Total Latin America, Age 15+ - Home and Work Locations*

Source: comScore World Metrix

Property	Monthly Unique Visitors (000)	Average Monthly Usage Days per User	Average Monthly Hours per User	Average Monthly Pages per User
Total Worldwide Internet Audience, Age 15+	778,310	16.9	25	2,538
Total Latin American Internet Audience, Age 15+	53,664	15.9	29	2,338
Argentina	7,233	17.7	32	2,290
Brazil	15,849	15.8	32	3,371
Chile	5,593	16.7	31	2,310
Colombia	2,708	15.9	26	1,837
Mexico	10,731	15.0	25	1,674
Puerto Rico	809	12.9	17	1,442

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

The most visited Latin American property was Microsoft Sites, which attracted 47.3 million unique visitors, for a reach of 88 percent. Google Sites closely followed as the second most visited property with 46.5 million unique visitors and a reach of 87 percent.

Interestingly, two Internet service providers belonging to European- headquartered telecommunications companies appeared in the Top 10. Terra Networks, part of Spain's Telefonica Group, was the fourth most visited site with 27.4 million unique visitors. France Telecom was the tenth most visited property, with 13.8 million unique visitors.

Top 10 Latin American Online Properties

Ranked by Latin American Unique Visitors (000)

June 2007

Total Latin America, Age 15+ - Home and Work Locations*

Source: comScore World Metrix

Property	Total Unique Visitors (000)	% Reach	Average Visits per Visitor
Total Latin American Audience, Age 15+	53,664	100	54
1 Microsoft Sites	47,342	88	35
2 Google Sites	46,496	87	38
3 Yahoo! Sites	35,075	65	13
4 Terra Networks	27,421	51	9
5 MercadoLibre	23,739	44	5
6 Wikipedia Sites	20,984	39	4
7 UOL Red	14,681	27	14
8 Ares Galaxy - P2P (App)	14,595	27	N/A
9 Fox Interactive Media	14,078	26	4
10 France Telecom	13,759	26	3

*Ranking based on the top 100 Latin American properties in June 2007.

**Excludes traffic from public computers such as Internet cafes or access

from mobile phones or PDAs.

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, 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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