

## comScore Announces U.S. Launch of Media Metrix® Multi-Platform to Deliver Unified View of Desktop, Smartphone and Tablet Audiences

### Stand-Alone Reporting of Tablet Audiences Also Now Available in comScore Mobile Metrix®, Providing Critical Component of Multi-Platform Audience Reporting

RESTON, Va., March 25, 2013 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today announced the official U.S. launch of Media Metrix® Multi-Platform, the next generation of digital audience measurement and media planning. Building on Media Metrix®, Mobile Metrix® and Video Metrix® from comScore's Audience Analytics suite, this first-of-its-kind product — originally released to clients in Beta with September 2012 data — offers unduplicated accounting of audience size and demographics that reflects today's multi-platform digital media environment.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

"We are excited to formally introduce Media Metrix Multi-Platform, a revolutionary development that combines comScore's flagship products to accurately account for unduplicated audiences across the desktop, smartphone and tablet platforms," said Jeff Hackett, executive vice president of comScore. "This unified view of digital audiences not only establishes a new measurement standard for the industry, but also has the potential to unlock insights that can deliver substantial, currently unrealized value to our publisher, advertiser and agency clients."

To learn more about Media Metrix Multi-Platform, click here: [www.comscore.com/multiplatform](http://www.comscore.com/multiplatform). Those interested in requesting a live product demonstration can click here:

[www.comscore.com/layout/set/popup/Request/Demos/MMX\\_Multi-Platform\\_Demo\\_Request](http://www.comscore.com/layout/set/popup/Request/Demos/MMX_Multi-Platform_Demo_Request)

### Multi-Platform Reporting Drives Value for Marketers and Media Companies

Media Metrix Multi-Platform provides unduplicated audience reporting across the various media platforms, in addition to different content delivery vehicles, whether those are websites, videos or apps. The synthesis of these platforms and content assets delivers new value to the digital media ecosystem in the following ways:

- **Facilitating Content Monetization** - Publishers and media companies can now get credit for their entire unduplicated audiences across computers, smartphones and tablets — including the incremental audiences reached only via mobile platforms. Demonstrating the reach and value of these audiences to advertisers helps facilitate the monetization of mobile channels.
- **Improving Content & Marketing Strategies** — Understanding demographic differences between audiences across channels can help publishers and media companies devise acquisition strategies and develop content that better engages their different audiences.
- **Enhancing Media Planning Efficiency** — Independent media platform reporting in addition to synthesized, unduplicated views of audiences enables media planners to optimize audience reach and frequency both within and across channels. The full palette of media platforms offers more options to maximize efficiency.
- **Reaching High-Value or Difficult-to-Reach Demographics** — Smartphones and tablets can be more efficient at reaching high-value demographic targets, such as younger males and upper-income audiences. The availability of multi-platform audience reporting provides data that supports more efficient ways of reaching these important demographic segments.
- **Understanding Media Usage Trends** — Publishers, media companies and marketers all need to understand how the consumer media mix is changing over time as a result of the continued adoption of mobile platforms. By illuminating the shifting dynamics, particularly within different segments of consumers, businesses can respond to their customers' changing needs and better plan for the future.

### The Top 50 Digital Media Property Ranking: A New View of the Digital World

Multi-platform audience measurement immediately changes the established view of the digital landscape, with media properties' audience sizes increasing, in addition to changes occurring within content category rankings. The average property within the Top 100 increased its audience size by an average of 38 percent, and 19 of those properties had incremental mobile (i.e. smartphone and tablet) audiences that extended the reach of their desktop audiences by at least 50 percent. The properties with the greatest incremental percentage gains from mobile were Groupon (223 percent), Zynga (211 percent) and Pandora

(183 percent).

Media Metrix Multi-Platform Top 50 Properties February 2013 Total U.S. (Age 18+ on iOS & Android platforms for Mobile) Source: comScore Media Metrix Multi-Platform						
		Unique Visitors/Viewers (000)				
		Total Digital Population	Desktop*	Mobile**	Mobile-Only	Mobile Audience Incremental % to Desktop
Total Internet : Total Audience		235,855	221,379	127,106	14,475	7%
1	Google Sites	228,084	196,782	107,604	31,302	16%
2	Yahoo! Sites	210,603	186,596	88,876	24,007	13%
3	Microsoft Sites	175,902	166,346	48,867	9,556	6%
4	Facebook	174,800	145,306	99,698	29,494	20%
5	Amazon Sites	147,031	115,363	74,122	31,668	27%
6	AOL, Inc.	130,619	115,202	54,010	15,417	13%
7	Glam Media	126,117	104,517	48,016	21,600	21%
8	Apple Inc.	115,920	75,358	62,104	40,562	54%
9	Wikimedia Foundation Sites	109,523	85,856	49,296	23,667	28%
10	CBS Interactive	100,772	85,783	34,029	14,989	17%
11	Turner Digital	98,311	81,501	38,424	16,810	21%
12	Demand Media	97,250	78,512	35,800	18,738	24%
13	eBay	84,677	65,764	41,355	18,913	29%
14	About	83,743	64,782	30,000	18,962	29%
15	Ask Network	81,430	69,355	20,933	12,075	17%
16	Comcast NBCUniversal	81,275	67,183	32,193	14,092	21%
17	Viacom Digital	79,966	70,446	20,194	9,520	14%
18	The Weather Company	76,642	56,120	37,368	20,522	37%
19	<a href="http://Pandora.com">Pandora.com</a>	65,142	23,035	51,977	42,107	183%
20	Gannett Sites	63,055	47,611	27,023	15,445	32%
21	<a href="http://Answers.com">Answers.com</a> Sites	60,861	47,738	17,832	13,123	27%
22	VEVO	58,010	55,953	4,586	2,057	4%
23	<a href="http://Yelp.com">Yelp.com</a>	55,641	36,775	27,569	18,866	51%
24	<a href="http://Twitter.com">Twitter.com</a>	55,540	35,963	31,372	19,577	54%
25	craigslist, inc.	55,520	46,380	18,839	9,140	20%
26	Adobe Sites	54,840	40,984	19,810	13,856	34%
27	Federated Media Publishing	54,607	39,577	24,297	15,030	38%
28	Hearst Corporation	54,498	41,514	20,967	12,984	31%
29	LinkedIn	54,071	45,699	14,978	8,371	18%
30	Wal-Mart	52,857	38,854	22,397	14,004	36%
31	WebMD Health	50,841	32,641	27,614	18,200	56%
32	NDN	46,262	46,260	N/A	N/A	N/A
33	Meredith Women's Network	45,533	32,253	19,771	13,280	41%
34	ESPN	44,759	30,348	27,735	14,411	47%
35	Tribune Interactive	44,618	32,991	17,982	11,627	35%
36	New York Times Digital	44,206	33,175	19,869	11,031	33%
37	YP Local Media Network	43,191	30,112	17,539	13,079	43%
38	<a href="http://Pinterest.com">Pinterest.com</a>	41,210	26,972	22,994	14,238	53%
39	Disney Online	39,551	27,621	18,022	11,930	43%
40	<a href="http://Netflix.com">Netflix.com</a>	38,987	29,205	21,480	9,782	33%
41	Everyday Health	38,720	27,143	16,141	11,577	43%
42	Intuit	38,029	29,091	15,105	8,938	31%
43	Discovery Digital Media Sites	37,590	30,504	10,622	7,085	23%
44	Zynga	37,459	12,051	29,936	25,408	211%
45	Fox News Digital Network	37,340	29,829	15,276	7,512	25%
46	Scripps Networks Interactive Inc.	37,050	26,514	15,469	10,536	40%
47	Groupon	36,924	11,421	28,722	25,503	223%
48	<a href="http://WordPress.com">WordPress.com</a>	36,846	27,964	11,976	8,882	32%
49	Target Corporation	36,061	23,043	18,028	13,018	56%
50	Time Warner (Excl. Turner/WB)	35,142	25,729	13,693	9,413	37%

\*Note: Desktop includes audience reached via video and will therefore differ from standard Media Metrix rankings

\*\*Mobile includes smartphone and tablet platforms

**comScore Clients Support Multi-Platform Measurement**

"Mobile and video are central to how we deliver content to our readers, so having an audience measurement platform that accounts for this was essential. We are excited that comScore's Media Metrix Multi-Platform will now be providing that for us."

- Dan Abrams, CEO, Abrams Media Network

"ESPN's mission is to serve sports fans, anytime, anywhere, so it's critically important that we are able to represent the audience of our entire digital footprint. Measuring user behavior across platforms provides us better insights to most effectively build products, serve content, market our offerings and develop innovative advertising solutions."

- David Coletti, VP, Digital Media Research & Analytics, ESPN

"With the growth of tablets and smartphones, media consumption has become fluid throughout the day. These numbers demonstrate how well Gannett has been able to leverage its digital focus to grow our consumer base through our mobile and tablet products. We applaud comScore for addressing the industry's need for accurate multi-platform audience measurement."

- Matt de Ganon, VP, Mobile Product and Operations, Gannett Digital

"Given the trends we're experiencing in this new multi-screen world with more of our audience engagement with us across mobile devices, it's critical to our future to capture this activity accurately. comScore is leading the industry in methodologies to realistically represent all the audience who's coming to our sites across all these new devices."

- John Denny, VP, Marketing, Advance Digital

"comScore's new Multi-Platform service provides invaluable data to help navigate today's tumultuous digital landscape. It is crucial to holistically quantify the unduplicated exposure and engagement of all our digital assets moving forward."

- Michael Gratz, VP, Research & Insights, Martha Stewart Living Omnimedia

"Consistent multi-channel reporting of audience reach and demographics is an important underpinning of cross-platform media planning. We look forward to leveraging Media Metrix Multi-Platform to improve side-by-side comparisons and gain a more holistic view of audiences that will help increase the efficiency and performance of our clients' campaigns."

- Brian Quinn, Chief Revenue Officer, Triad Retail Media

"With mobile representing such a large segment of our digital audience, we knew that traditional web-based audience measurement was not giving us credit for the significantly larger audience we've been delivering to our advertisers. By addressing that critical piece of the landscape, this product is bringing a more realistic view of the true digital media universe to the market."

- Radha Subramanyam, EVP Insights, Research & Analytics, Clear Channel Media and Entertainment

## **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit [www.comscore.com/companyinfo](http://www.comscore.com/companyinfo).

## **Cautionary Note Regarding Forward-Looking Statements**

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore from the Media Metrix family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

News Provided by Acquire Media