EUROPE DIGITAL YEAR IN REVIEW 2010

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The 2010 Europe Digital Year in Review

The European Digital Landscape continues to evolve, with 2010 proving to be yet another exciting year of change. The rise of social networking, availability of video content and growing mobile media consumption is changing the marketer's toolkit and creating new and unique opportunities to engage with the European consumer.

In order to understand this opportunity more clearly we are pleased to launch our analysis of digital trends for the European market. This report follows our Digital Year in Review for the US market, http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/2010_US_Digital_Year_in_Review and our Mobile Year in Review for US, EU5 (UK, France, Germany, Italy and Spain) and Japan. http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/2010_Mobile_Year_in_Review

The many issues that will be addressed in this report include:

- How does the European digital consumer compare to the rest of the world?
- What European markets have the highest engagement online and how does that compare across age groups?
- Which site content categories are growing in popularity?
- What trends are we seeing in the social networking space and what impact does that have on email and instant messaging activity?
- How has the consumption of online TV content changed over time?
- What European smartphone operating system is growing the fastest?
- Which search providers are starting to make headway against Google in Europe?

The ***comScore 2010 European Digital Year in Review*** offers a comprehensive overview of the digital landscape in Europe. This report will examine the trends in European internet usage, social networking trends, online video consumption, mobile and search, and includes individual scorecards highlighting demographic data and top 20 sites for Austria, Belgium, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, Turkey and the United Kingdom.

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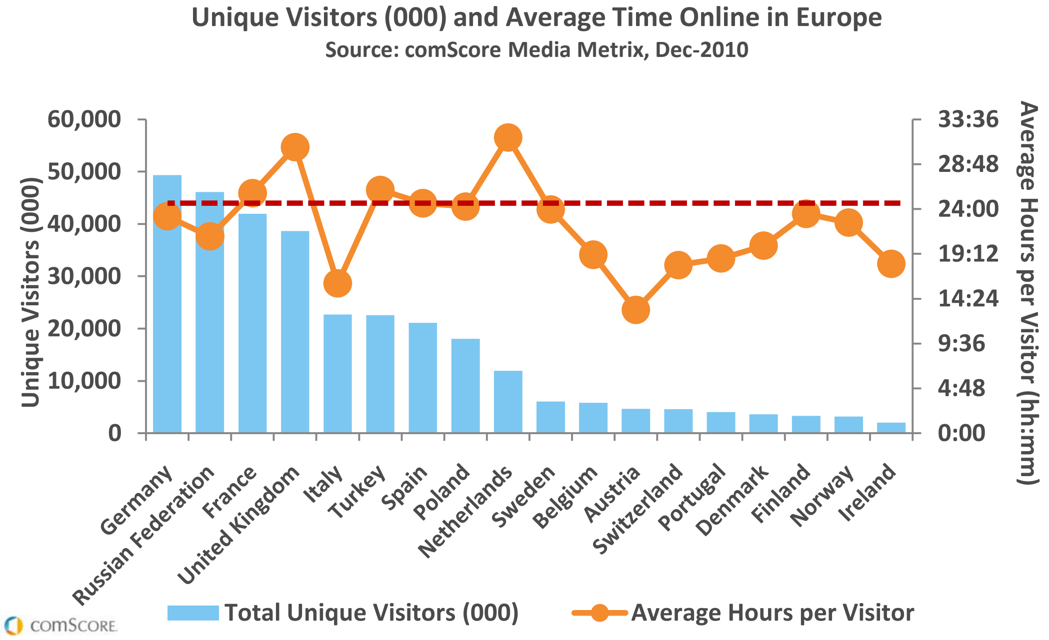
Europe Overview

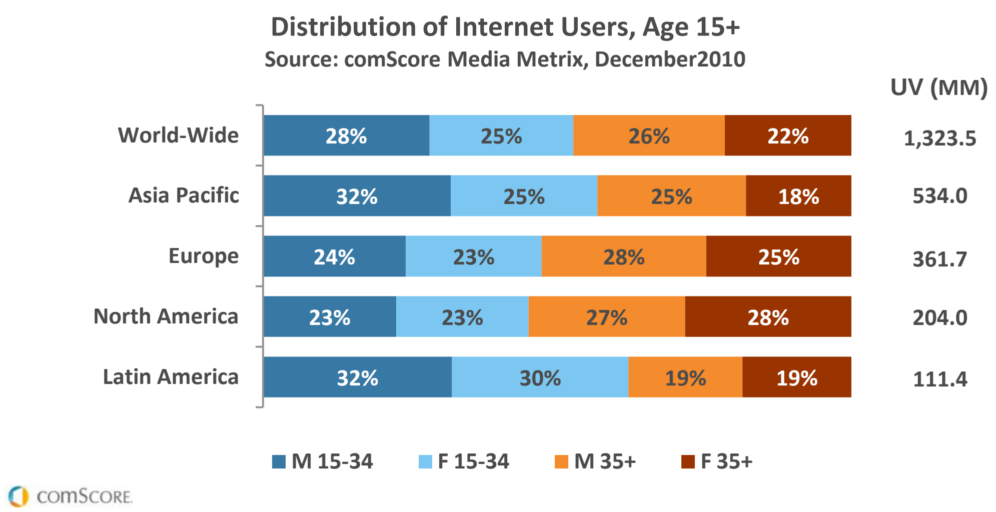
The Netherlands and UK Lead in Engagement

Europeans spend the equivalent of one day a month online (24:20 hours) with the Netherlands (31:39 hours) and United Kingdom (30:38 hours) far exceeding this trend. Consumers in Italy (16:02 hours) and Austria (13:11 hours), however, spend nearly half as much time online as users in Holland and the UK. Austria's low engagement is not surprising as it has the lowest penetration of Social Networking sites among all countries in Europe.



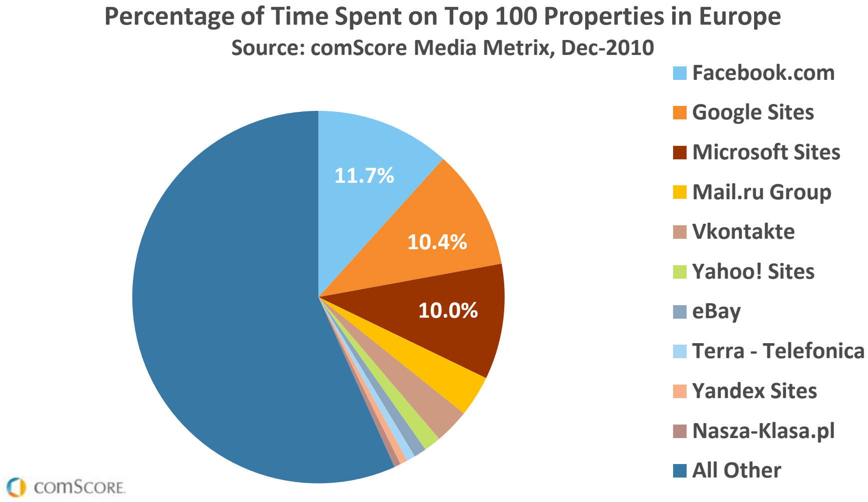
European Demographics Skew Older than Emerging Markets

Relative to the emerging markets of Asia Pacific and Latin America, Europe's typical digital user is markedly older, with more than half above the age of 35. Of the more than 360 million online consumers in Europe, females represent a slightly larger percentage (48 percent) as compared to the worldwide average (46 percent). A comparison of individual market demographics can be found later in this report in the European Market Scorecard section.



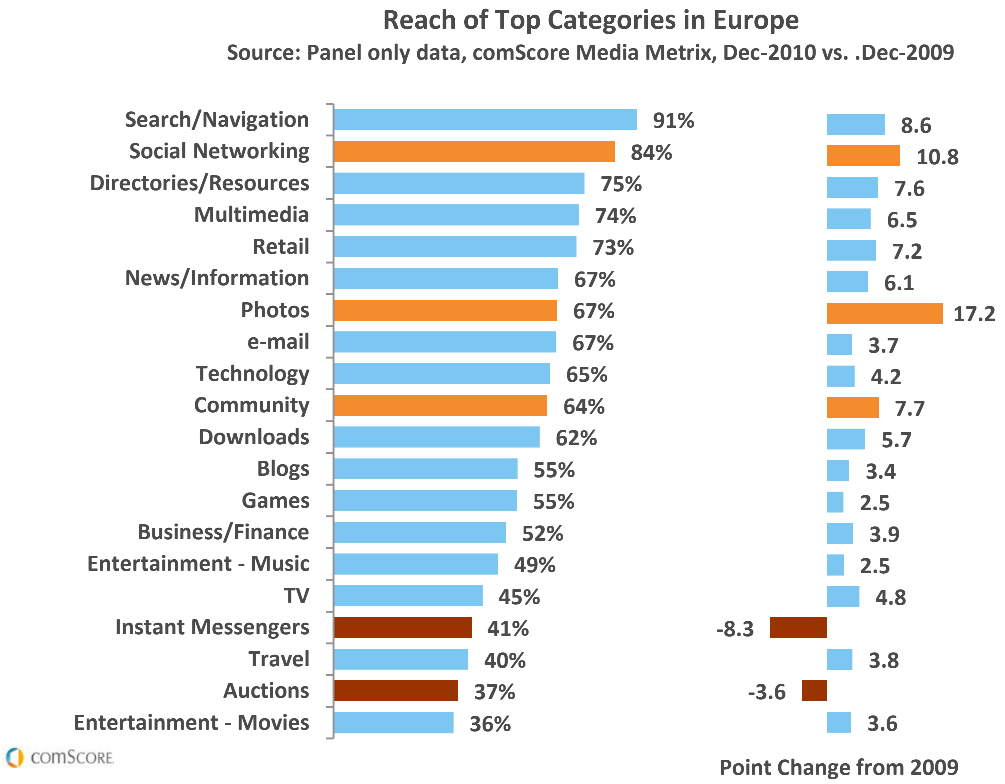
Europeans Spend More Time on Facebook than Any Other Site

Facebook, with more than 230 million visitors, is the 3rd most popular site in all of Europe and ranks higher than any other media property at keeping consumers' attention. The other sites within the top 10 for time spent online are local favourites from Russia (Mail.ru Group, Vkontakte and Yandex Sites), Spain (Terra – Telefonica, the parent of Tuenti.com) and Poland (Nasza-Klasa.pl).



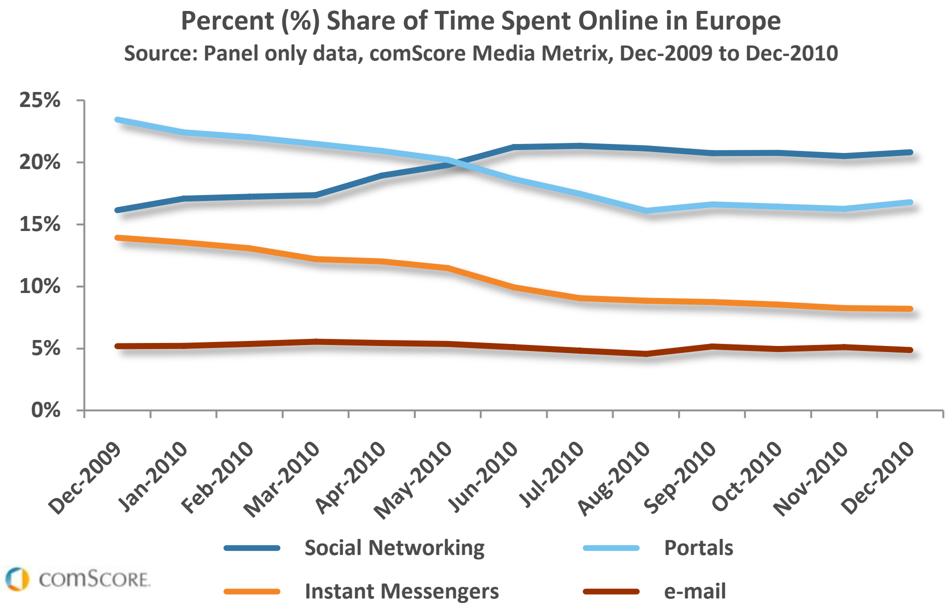
Fastest Growing Content Categories – Social Activities on the Rise

With many social networking sites in the top ranking for Europe, it's no surprise that sharing constitutes the most popular behaviour on the web. Consumers are enjoying passing along photos, experiences and updates in order to stay connected. Instant messaging however has fallen out of favour with a decline of 8.3 percentage points versus a year ago. Auction sites are also proving less popular, with eBay for example losing 3.6 percentage points in 2010.



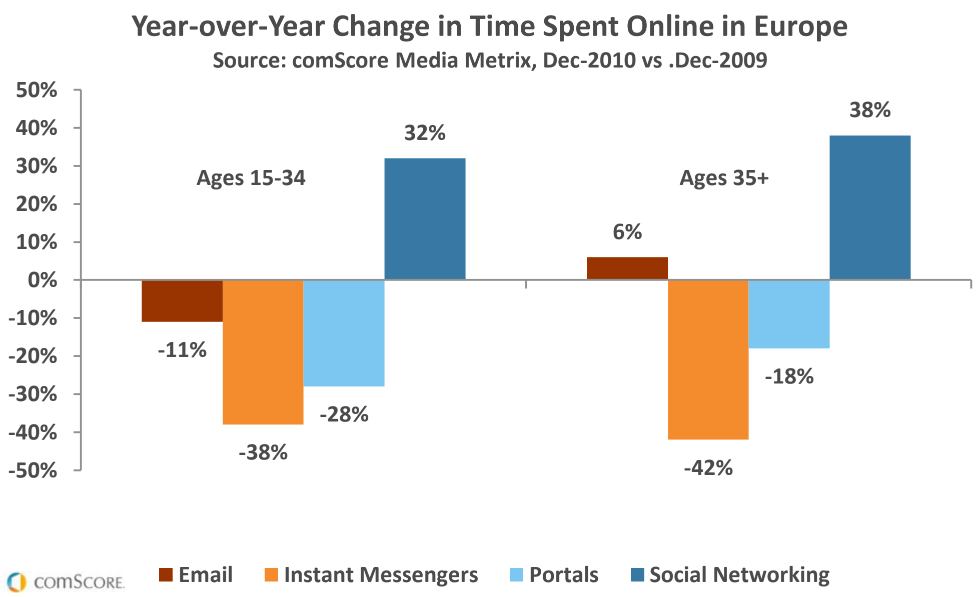
Instant Messaging Experiences Rapid Declines

Instant Messengers were once one of the most popular pastimes online but times have changed with consumers spending 39 percent less time using IM. In their place, Social Networking sites have eclipsed most other activities and are a magnet for consumers to while away their day with 34 percent more time spent social networking versus last year. Contrary to the US market, web-based email has remained a small but stable activity throughout 2010.



Email Still Popular Among the Older Generation

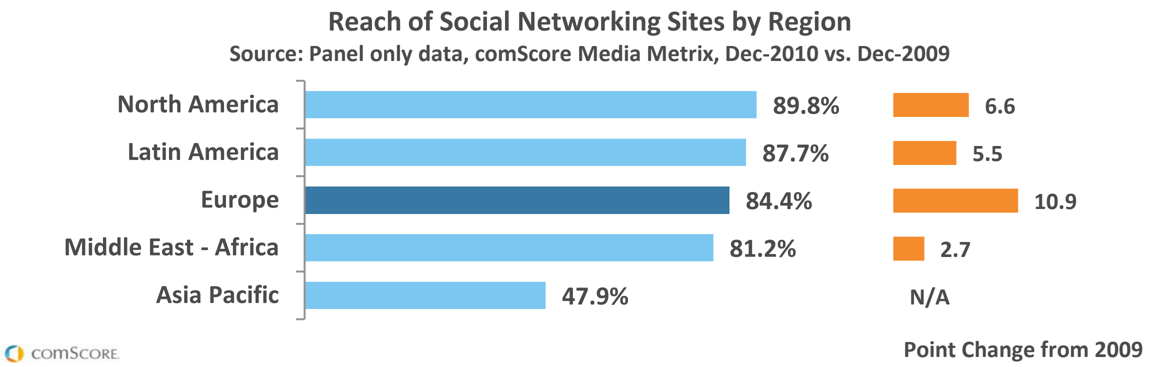
A further analysis of the trends for web email, Instant Messengers, Portals and Social Networking sites show that there are slight differences between age groups. The younger generation aged 15-34 are increasingly shifting their online activity to social networking (+32 percent) whereas the older population, above the age of 35, are experimenting with social networking but also embracing the comfort of traditional email (+6 percent).



Social Networking Growth in Europe

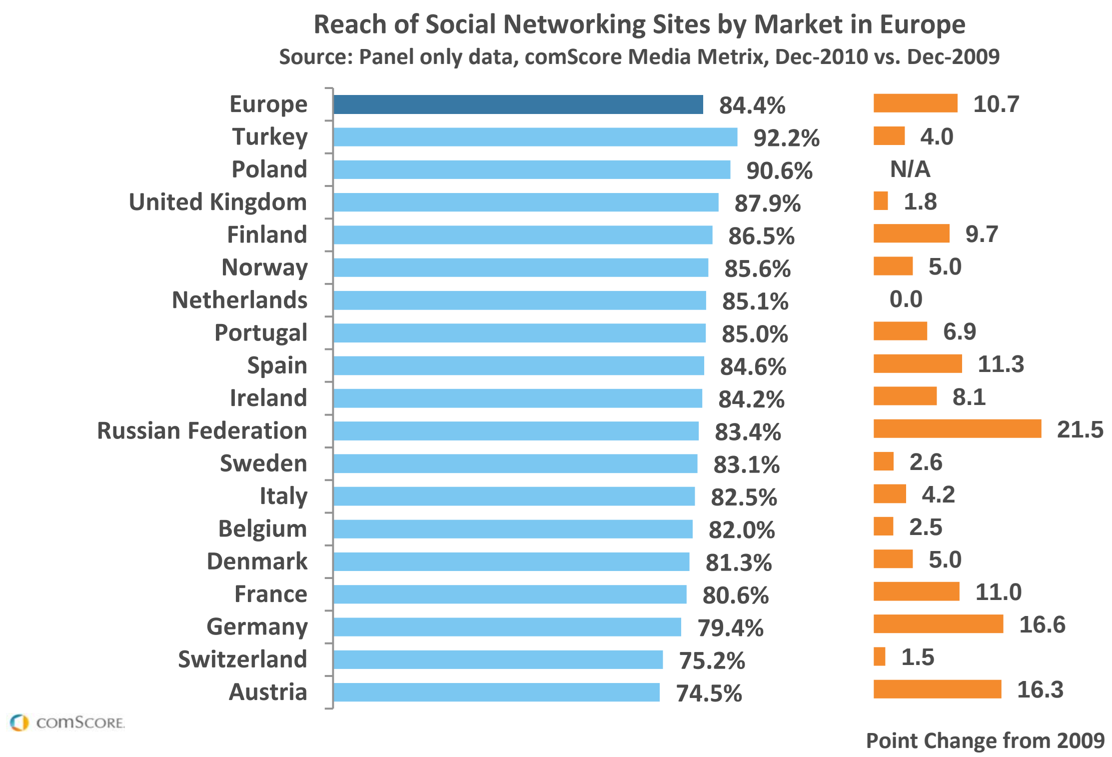
Europe Shows the Highest Growth in Social Networking Reach across Regions

Social networking sites grew worldwide[1] in 2010, fuelled by growth in Europe, North America, and Latin America. By the end of the year, social networking monthly penetration in Europe reached 84.4 percent of all European internet users, representing a 10.9 percentage point gain – the highest of any global region. Social networking accounted for 22.8 percent of all page views in Europe in 2010, and approximately four out of every ten internet sessions included a visit to a social networking site.



Social Networking Grows Across All Markets in Europe

The overall growth in the reach of social networking sites in Europe reflects growth across all markets.[2] The Russian Federation showed the greatest growth with a 21.5 percentage point increase, followed by Germany (up 16.6 points). Austria, despite having the lowest social networking penetration overall, also experienced significant growth with a 16.3 percentage point increase.



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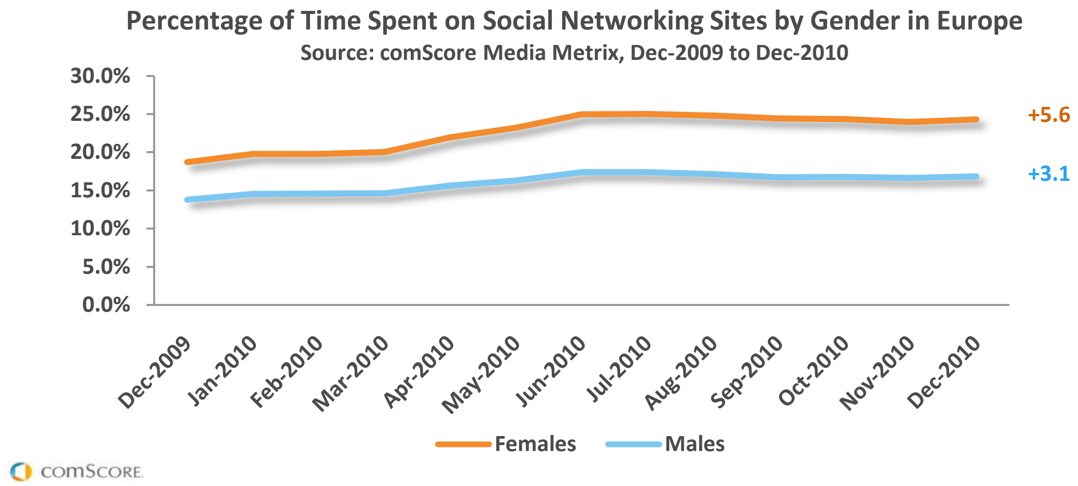
[1] Year-over-year comparisons for Asia Pacific may include inorganic growth/loss due to a change in methodology in February 2010 and thus have been excluded

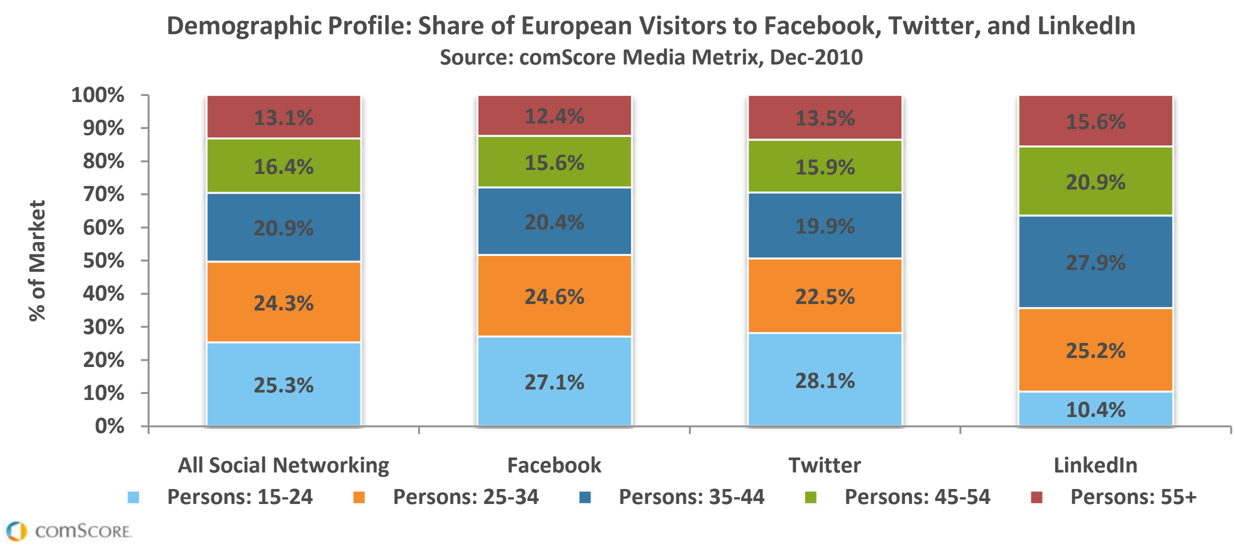
[2] At present, there are no comScore data available on the reach of social networking sites in Poland from 2009 from which one can draw a comparison.

Demographic Profile of Social Networking Users in Europe

A demographic analysis of social networking users in Europe reveals women leading in terms of engagement. In December 2010, women spent 24.3 percent of their online time on social networking sites, up 5.6 percentage points from a year earlier. By contrast, men spent only 16.8 percent of their time on these sites, showing only a 3.1 percentage-point increase from 2009. These figures are well above the worldwide average, which shows women across the globe spending18.3 percent of their online time on social networking sites. Compared to Europe, women worldwide spent less than a fifth of their time online on social networking, and men spent even less, with only 13.1 percent of their time on social networks.



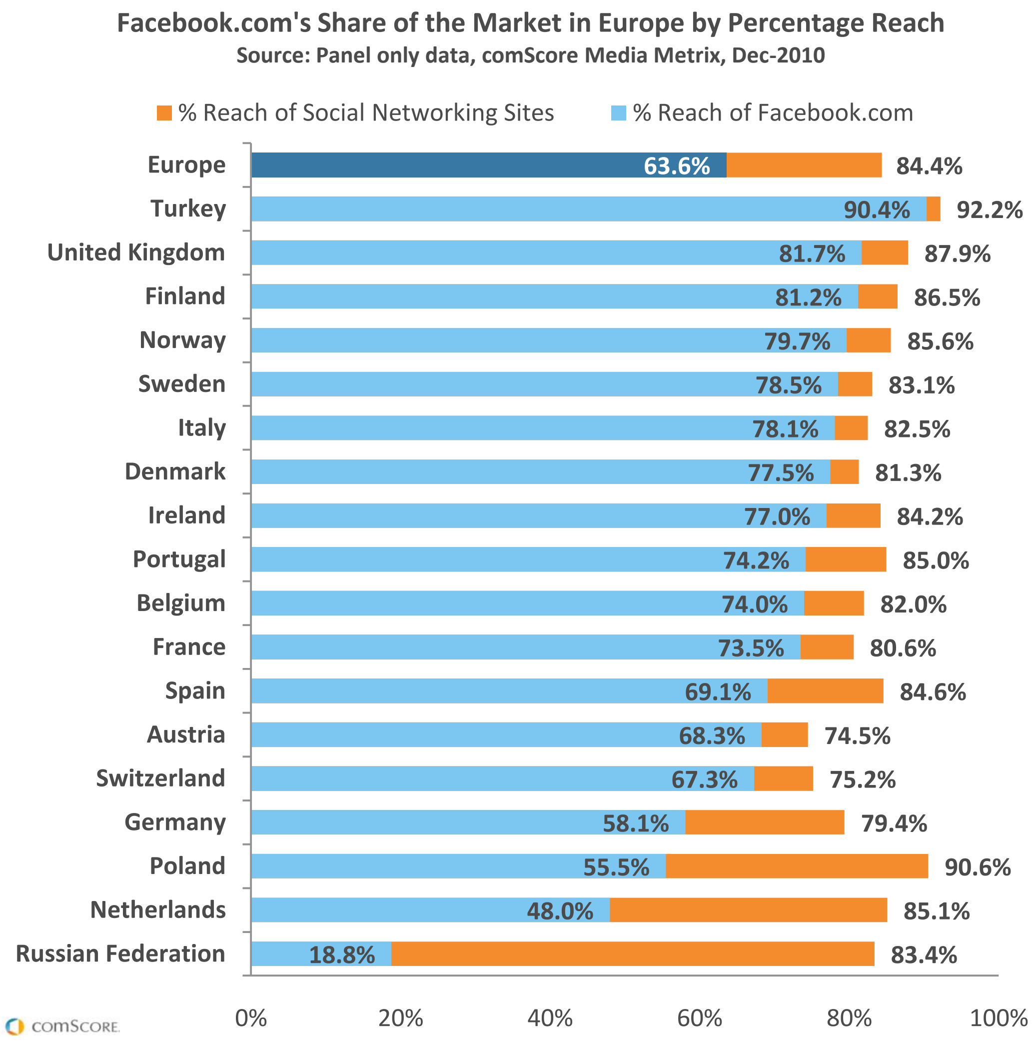
The profile of social networking users in Europe also reveals an audience that generally skews younger, with 15-24 year olds representing 25.3 percent of users, followed closely by 25-34 year olds at 24.3 percent. While the breakdown of European visitors to Facebook and Twitter mirrors that of social networking site users in general, LinkedIn has an older age profile. Only 10.4 percent of its visitors are under 25 years old, while half of the site's audience is between the ages of 35-54. This older age profile is understandable given the site's orientation toward professional networking.



Facebook and Social Networking Penetration by Market

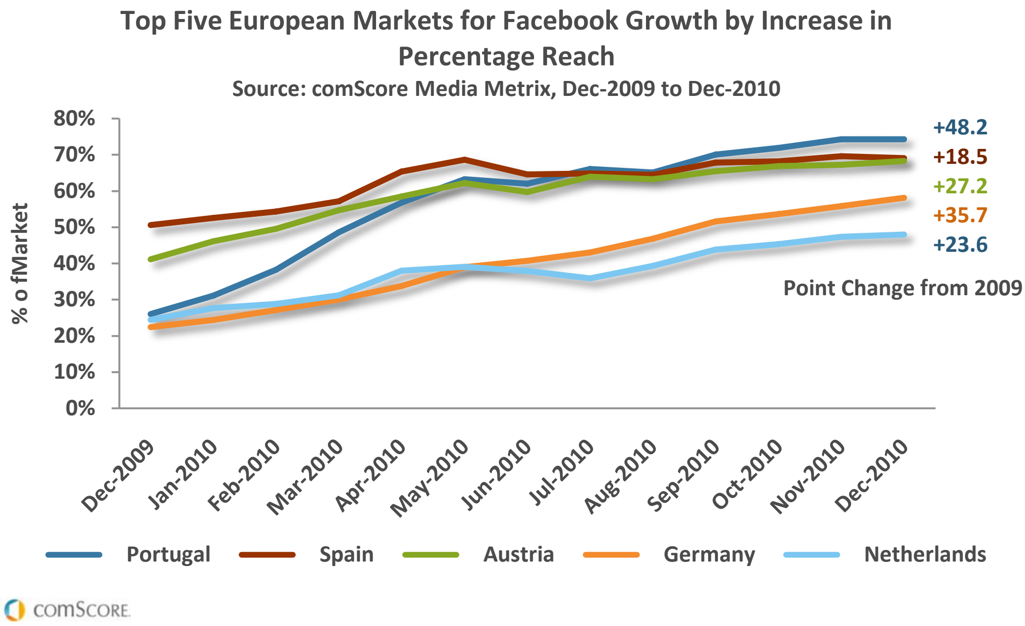
By the end of 2010, Facebook was the leading social networking site in 15 of the 18 European markets included in this report. Only the Netherlands, Poland, and Russia have other social networks – in each case a home grown site – with audiences larger than Facebook. With 48 percent monthly penetration of the internet user population in the Netherlands, Facebook currently ranks second to Hyves, while it also ranks second in Poland with 55.5 percent penetration behind Nasza-klasa.pl. It should be noted, however, that Facebook is growing rapidly in both those markets. In Russia, Facebook has its lowest penetration in Europe at 18.8 percent, currently lagging behind leaders Vkontakte, Odnoklassniki, and Mail.ru – My World.

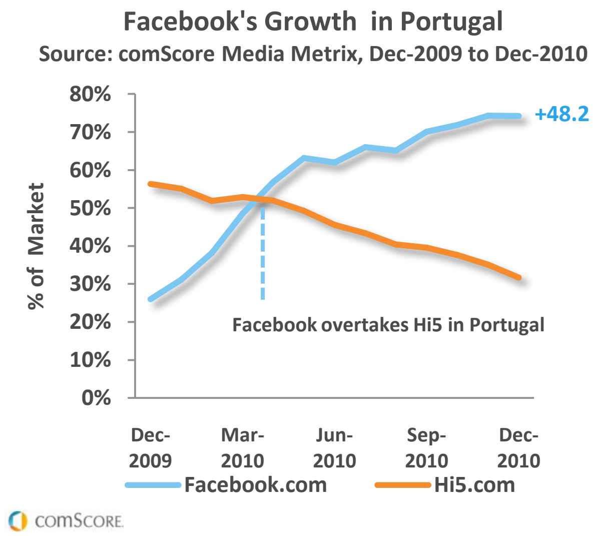
Turkey had the highest Facebook penetration in Europe at 90.4 percent, followed by the UK at 81.7 percent. Nordic countries ranked in four of the next five spots, led by Finland (81.2 percent), Norway (79.7 percent) and Sweden (78.5 percent). Italy ranked sixth at 78.1 percent, while the fourth Nordic country Denmark followed at 77.5 percent.

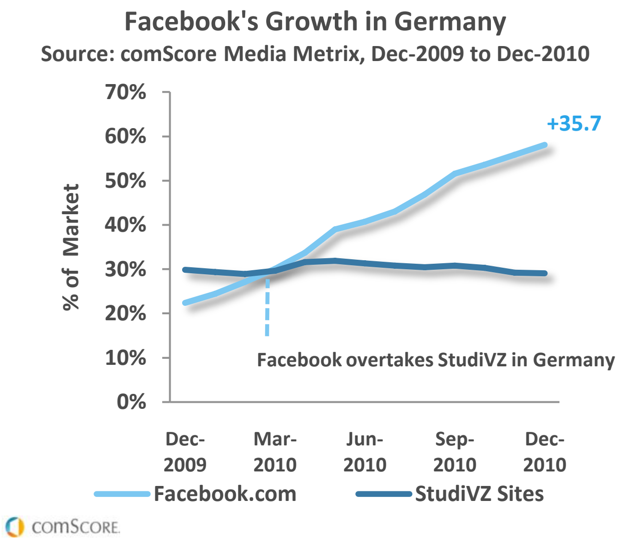


Markets Showing Greatest Facebook Growth

Although Facebook is not currently the leading social network in the Netherlands, it experienced significant growth in 2010 in that country and in several other European markets. In addition to the Netherlands, Facebook achieved its most significant gains in Portugal (up 48.2 percentage points), Germany (up 35.7 points), Austria (up 27.2 points) and Spain (up 18.5 points). In April 2010, Facebook eclipsed the leading social networks in Portugal (Hi5) and Germany (StudiVZ/VZ-Netzwerke) to assume the #1 position among social networking sites in both those markets. The previous year, Facebook grabbed the #1 position in Spain (from Tuenti.com) and in Austria (from Netlog.com).

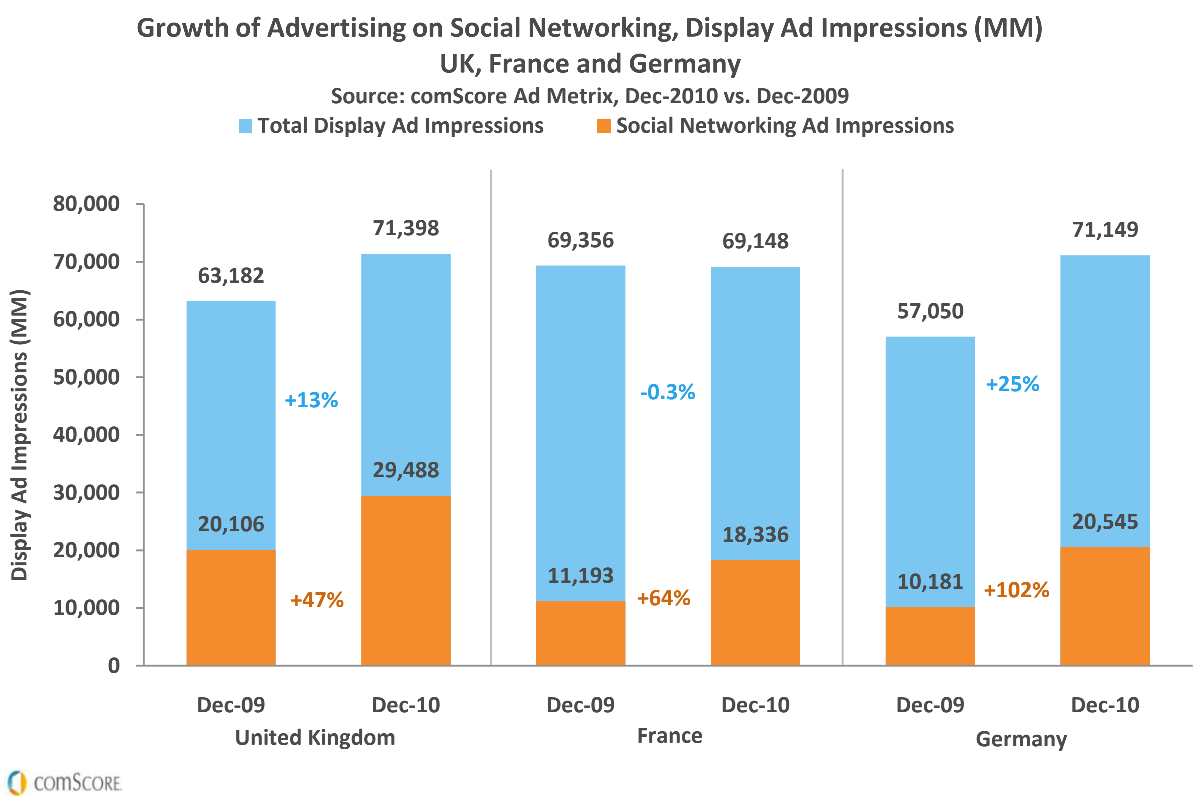






Advertising on Social Networking Sites Grows

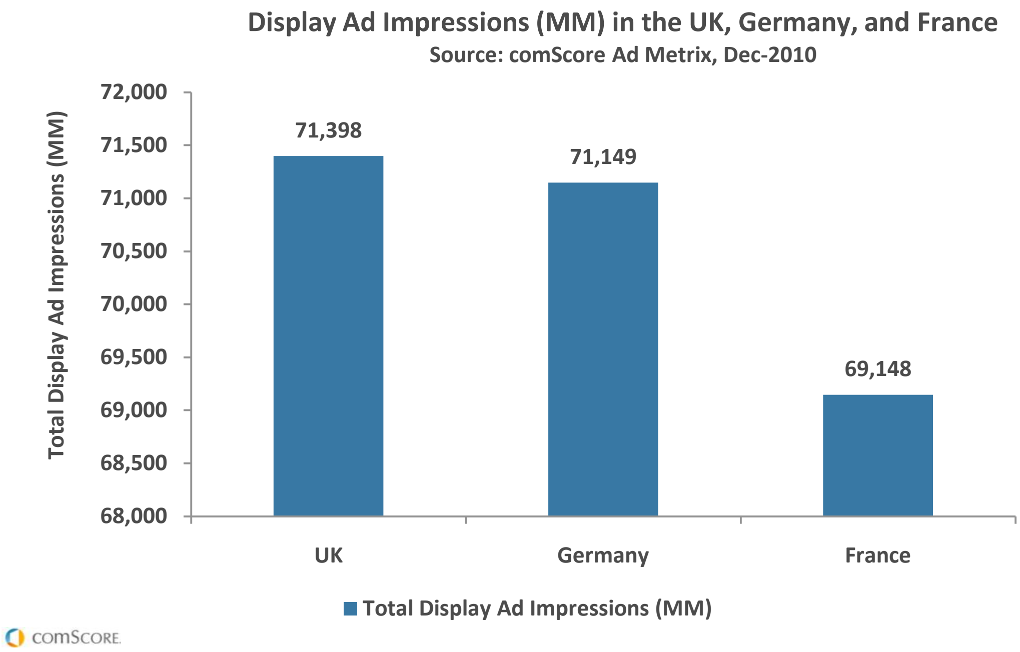
As social networking becomes a more integral part of the online user experience, the presence of display advertising on social networking sites continues to grow. In the UK and France, total display ad impressions on social networking sites grew by 47 and 64 percent, respectively, while in Germany that number more than doubled. The increasing prevalence of social networking as a component of the display advertising landscape is an indication that advertisers cannot afford to overlook this channel given its potential to reach a large number of consumers with high engagement. Though advertisers have sometimes resisted advertising on social networks due to low click-rates, it is important to recognise that display ads have brand-building impact independent of driving clicks.

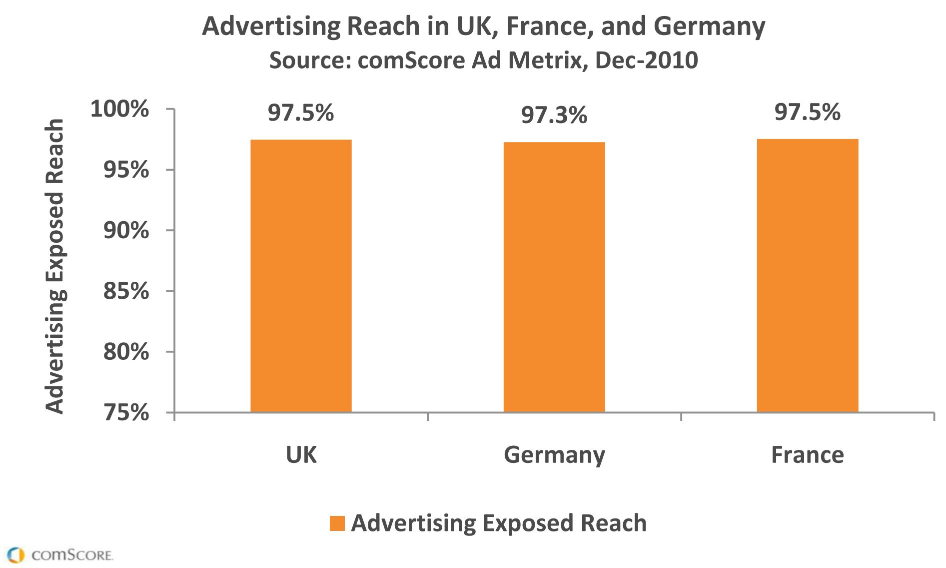


Online Advertising in Europe

Display Advertising Reaches Over 97% of Users in UK, France, and Germany

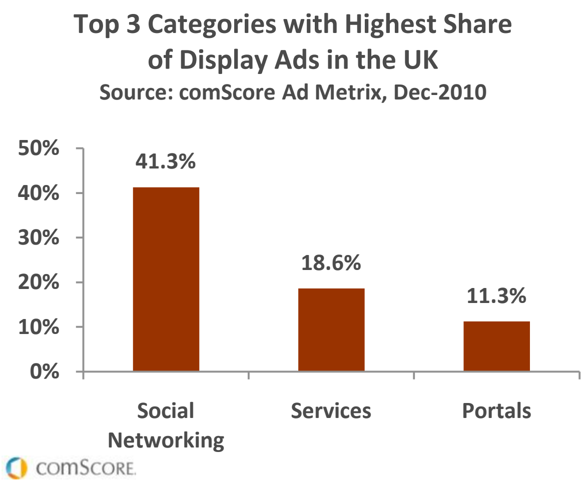
In December 2010, internet users in the UK, France, and Germany received a total of 211.7 billion display advertisements, with users in the UK market receiving the most ads at 71.4 billion, followed closely by Germany with 71.1 billion. In all three countries, display ads reached over 97 percent of internet users.

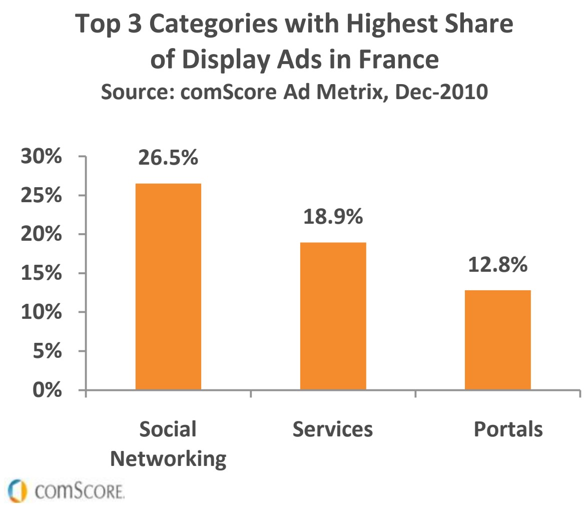


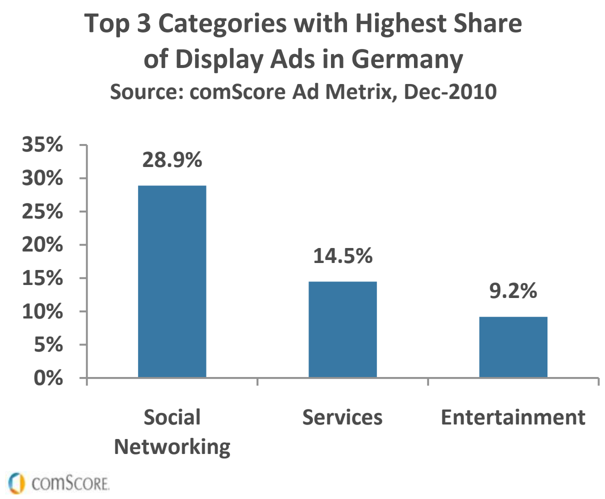


Social Networking Drives Advertising Market

An analysis of the top categories serving display ads in December 2010 for the UK, France, and Germany showed Social Networking to be a key driver of display ad growth. Social Networking publishers accounted for the largest share of display ads in the UK, where they served a total of 41.3 percent of all display ad impressions during the month. Services, which include Photos, Email, Instant Messengers, and Coupon sites, also served a significant portion of display ads across the three markets.



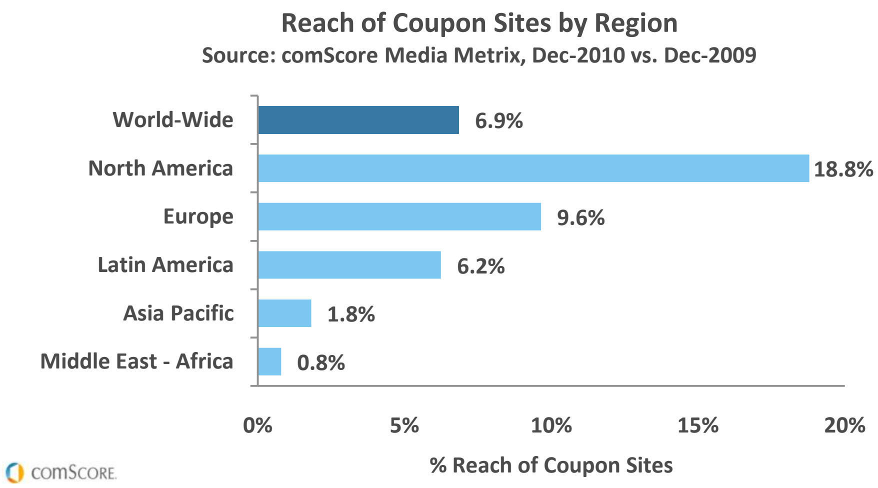




The Rise of Coupon Sites in Europe

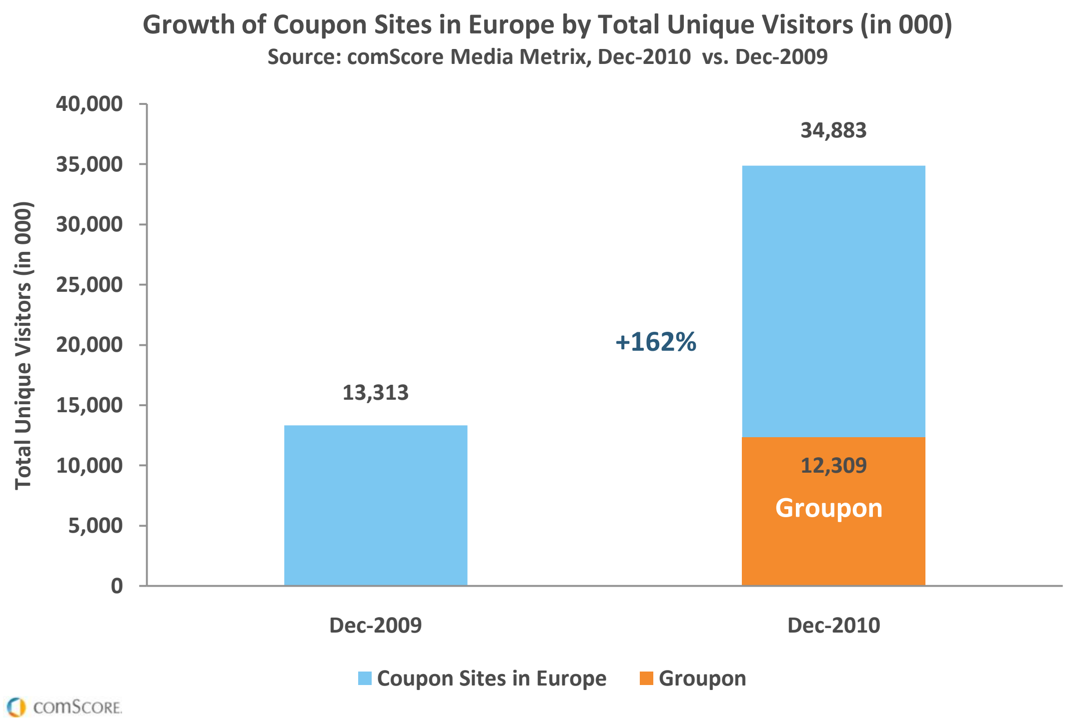
Use of Coupon Sites Grows in Europe

The past year has seen online coupon sites emerge as an important channel in driving consumer behaviour in Europe, generating a 5.7 point increase in penetration. This growth is the highest seen in any region in 2010, bringing the reach of coupon sites in Europe to 9.6 percent of all internet users.



Groupon Contributes to Significant Growth for Coupon Sites in Europe

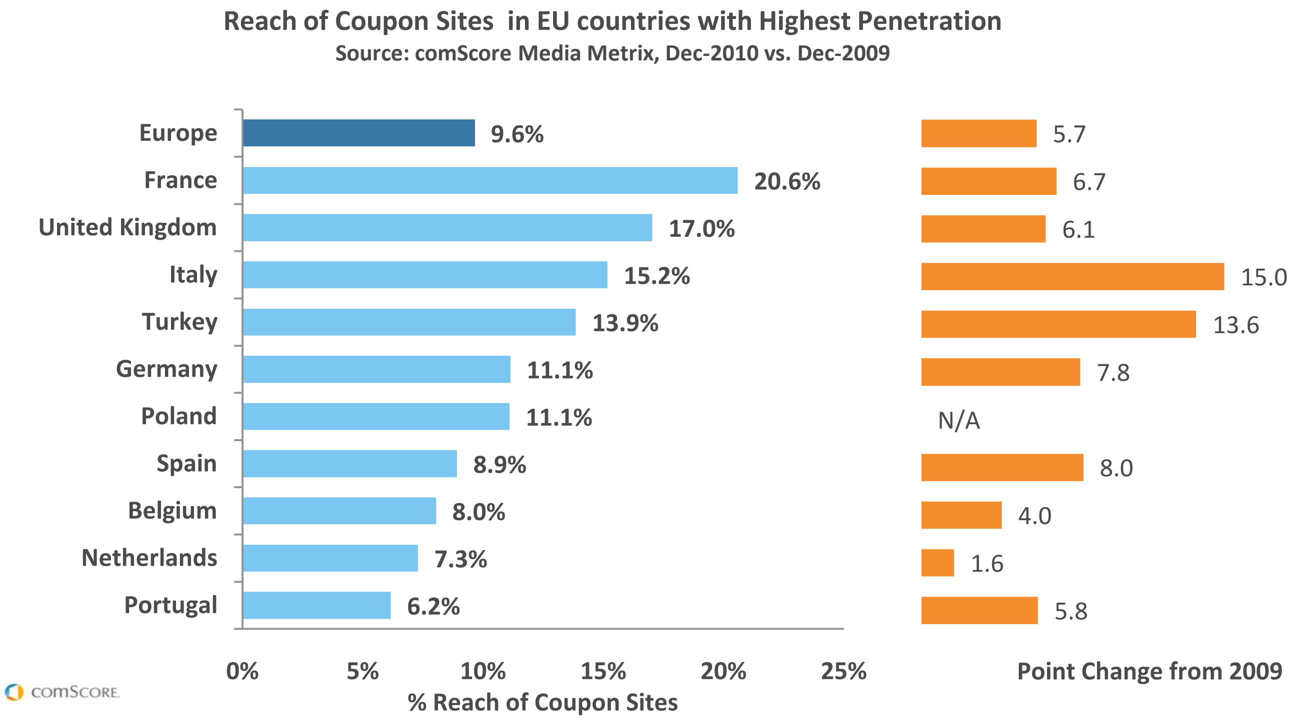
The total number of people using coupon sites in Europe in a month grew 162 percent to 34.9 million visitors in December 2010 when compared to the prior year. The sizeable growth can largely be attributed to the emergence of Groupon, which was not a significant player in Europe in 2009. Groupon, buoyed by its acquisition of its leading competitor in Europe, was able to establish a presence in more than one hundred European cities in the past year and now reaches more than 12 million visitors a month, approximately one-third of the total coupon market.



Use of Coupon Sites by Market

An analysis of individual European countries shows significant variation in the penetration of coupon sites. France continues to lead in having the highest monthly reach (20.6 percent of all French Internet users), followed by the UK (17 percent), and Italy (15.2 percent). Italy and Turkey experienced the most growth, with a 15.0 and 13.6 percentage point increase, respectively.

Following tough economic conditions across Europe over the past number of years, it's not a surprise to see the rise of money-saving couponing activity. The viral nature of major players, such as Groupon that encourage sharing of offers via Facebook and Twitter, will contribute to their continued growth and act as a bellwether to other online brands about the importance of making content and offers sharable.

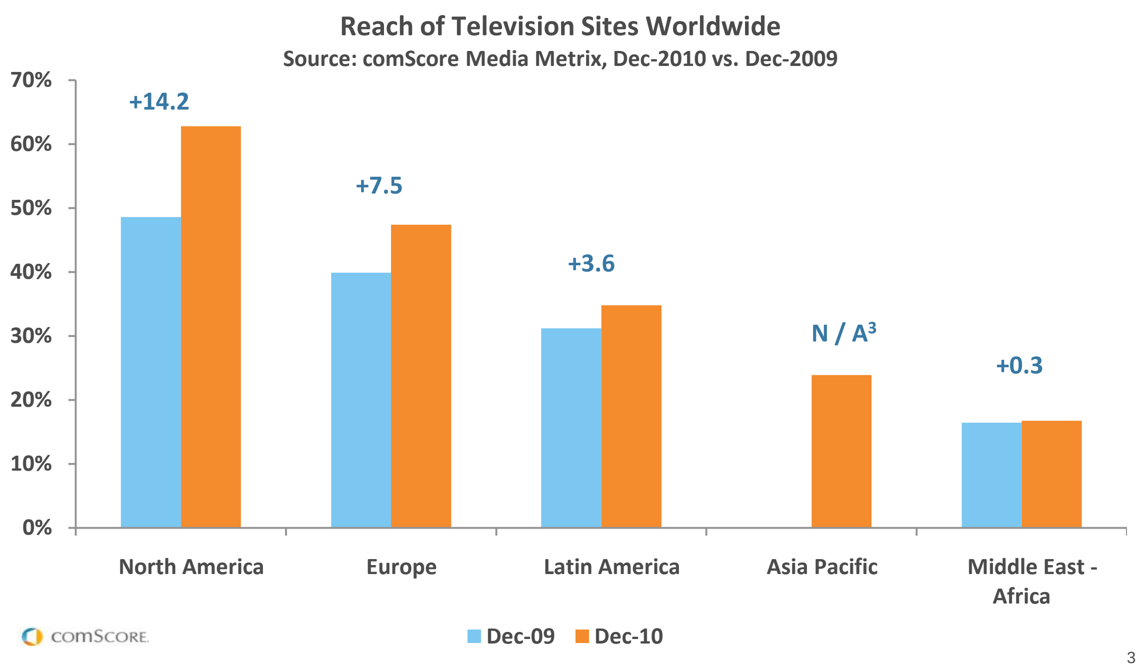


Video Growth in Europe

TV Sites Set for Continued Expansion in Europe

2010 was a strong year for TV web sites in Europe, with TV site penetration in the region increasing by 7.5 percentage points to 47.4 percent of all European internet users in December 2010 – second only to North America. Europe also leads in engagement with TV sites, as the average visitor spends 28 minutes visiting sites in this category each month.

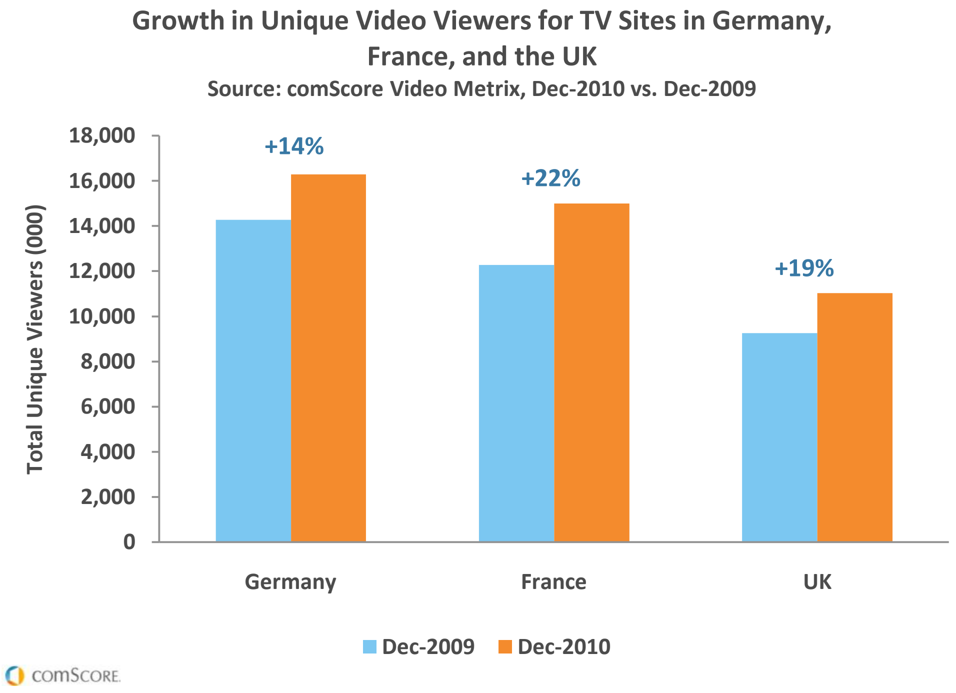
German media giant ProSieben currently leads the European TV market with 32.5 million unique visitors in December – nearly twice the audience of the second-ranking French property Groupe TF1 at 16.5 million. The German broadcaster ARD, the Italian Gruppo Mediaset, and the UK market leader BBC round off the list of top five TV properties for the region.



The increase in the regional penetration of TV sites in Europe is similarly reflected in the growth of visitors watching online video within the TV category across individual markets. In Germany, France and the UK, the number of unique viewers on TV sites has shown significant increases from 2009 to 2010. In December 2010, TV sites in Germany reached 16.3 million viewers, up 14 percent. France followed with the highest rate of change at 22 percent, with 15.0 million viewers. The UK also showed strong growth at 19 percent, with 11.0 million viewers.

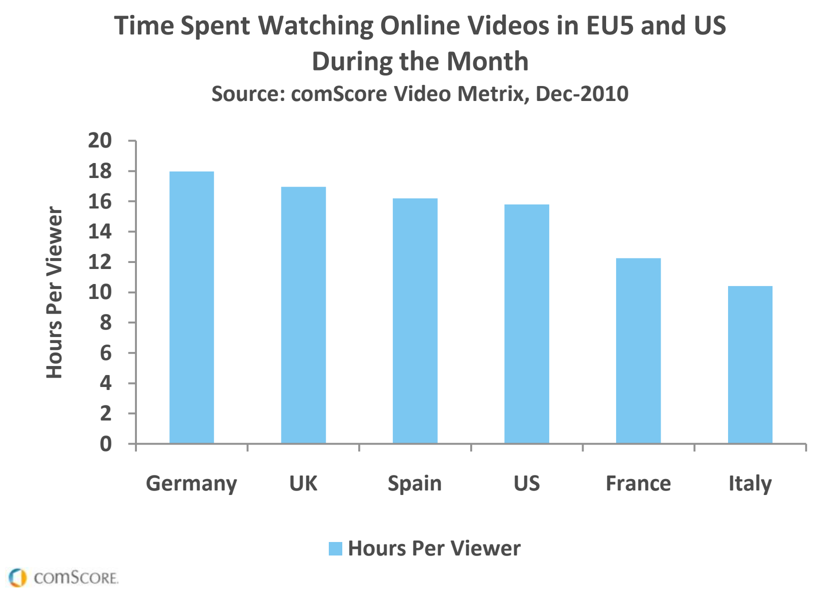
[3] Year-over-year comparisons for Asia Pacific may include inorganic growth/loss due to a change in methodology in February 2010 and thus have been excluded

This growth in TV site video viewership proved to be more significant than growth in online video viewership for the overall internet market, which held steady in Europe over the past year.



Viewers in Germany, the UK, and Spain Spend the Most Time Watching Online Videos

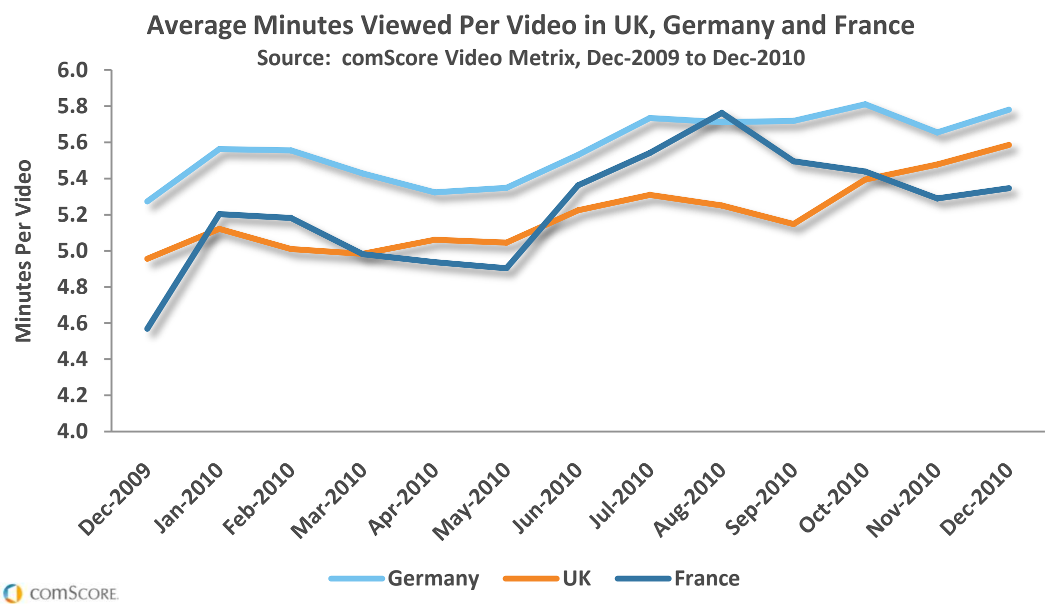
While all countries in the EU5 (France, Germany, Italy, Spain, UK) show similar rates of penetration for the video market on the web, averaging 83.7 percent, the levels of engagement of users in these markets differ. In December 2010, viewers from Germany, the UK, and Spain spent more time watching online videos than those in the US, averaging 18.0, 17.0, and 16.2 hours respectively. Viewers in France watched 12.2 hours of video and viewers in Italy watched the least with only 10.4 hours. On average, the time EU5 video viewers spent watching online videos in December 2010 (14.8 hours) was just an hour short of how many hours the average viewer in the US spent watching videos in a month (15.8 hours).



Shift towards Longer Content is Shaping the Future of Online Video

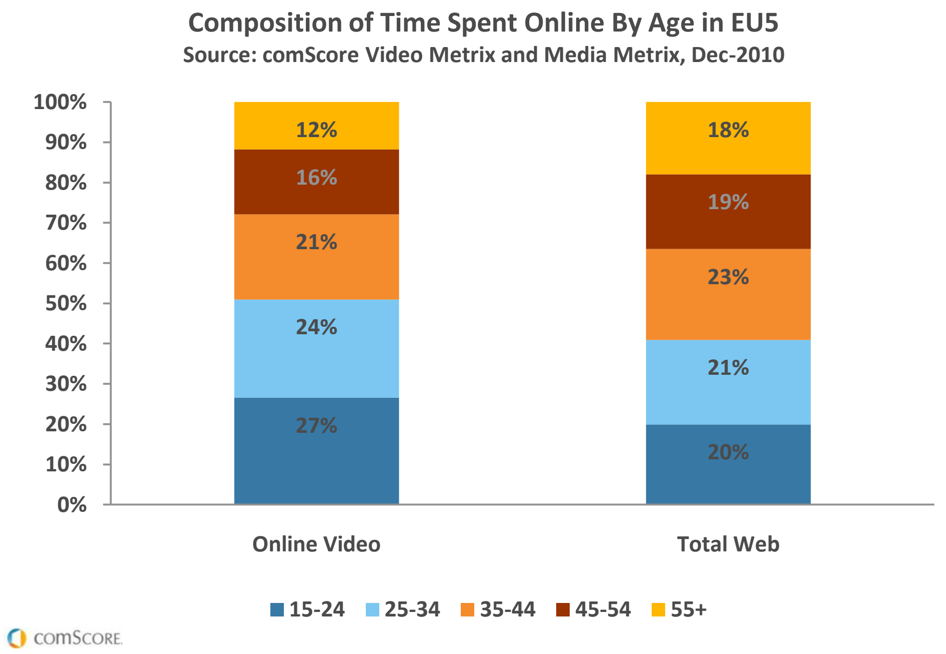
Perhaps the most significant trend in 2010 for the European online video market was an increase in the average length of videos viewed, indicating a shifting preference to consuming fewer, longer videos. 2010 was the first year in which the number of online videos viewed decreased in the UK (down 6 percent), France (down 14 percent) and Germany (down 13 percent). However, the average length of videos viewed in UK, France and Germany increased by 13 percent to 5.6 minutes.

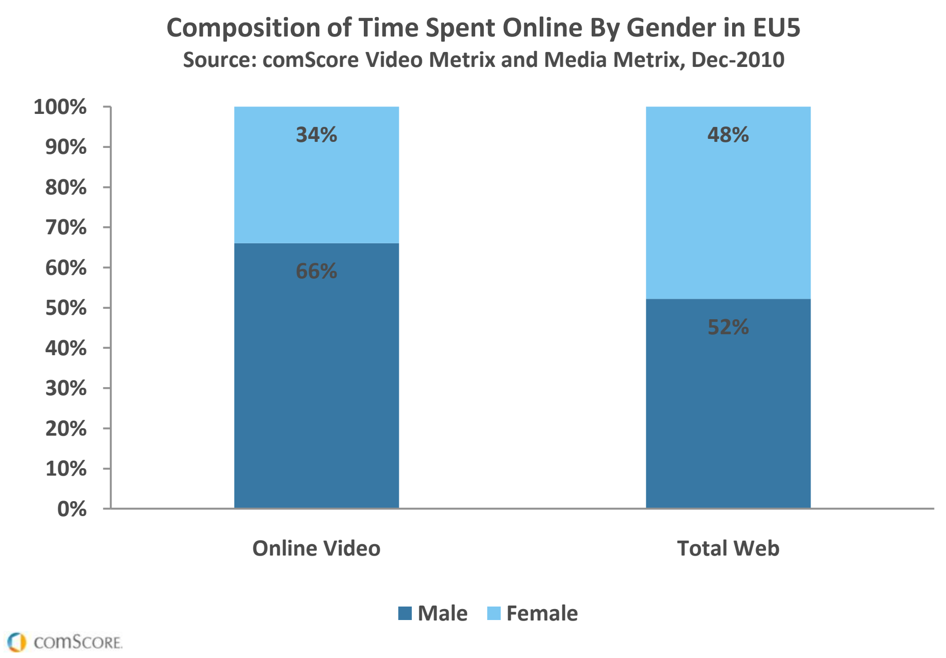
The changing demand has been both witnessed and driven by evolving strategies of top publishers, resulting in a growing supply of monetisable content. For example, the average length of videos viewed on YouTube – which accounts for 42.0 percent of videos viewed in the EU5 in December 2010 – increased by 9.5 percent in UK, France and Germany over the course of the year.



Online Video Viewing Dominated by Young Males

An analysis of the demographic composition of online video viewers shows younger males comprise the largest share of the audience. Typically, members of this demographic segment have been early adopters of new technology and media platforms. Within the EU5, under-35 year olds accounted for over half of time spent watching online video in December 2010, compared to 41 percent of total time on the internet. Two-thirds of time spent watching online video is accounted for by males, with the gender split for the web as a whole much closer to fifty-fifty. Viewing within the Entertainment category has a large impact on the skews. As an example, 16.3 percent of videos watched from Entertainment sites in the EU5 are watched by males age 15-24, with the highest ratio found in the UK (18.5 percent).

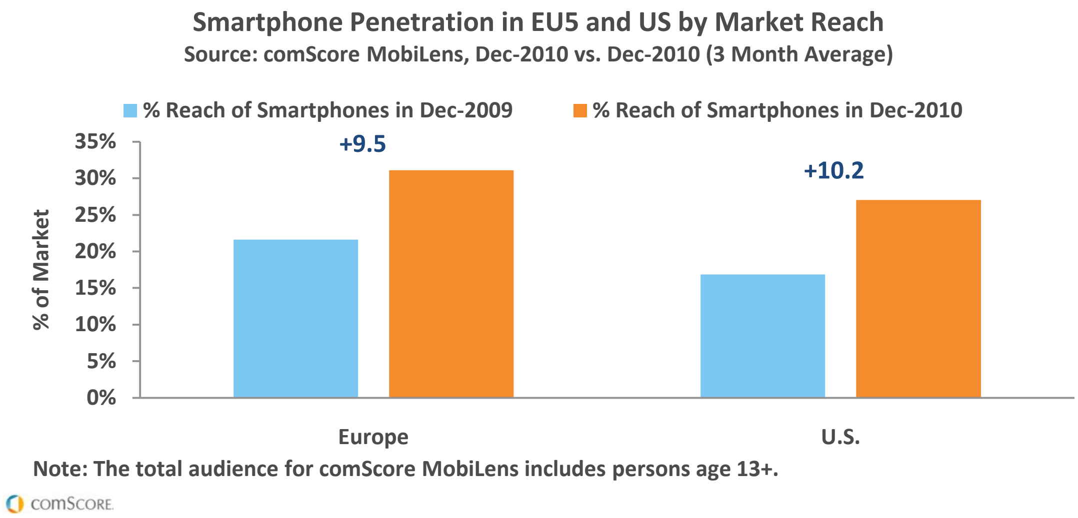




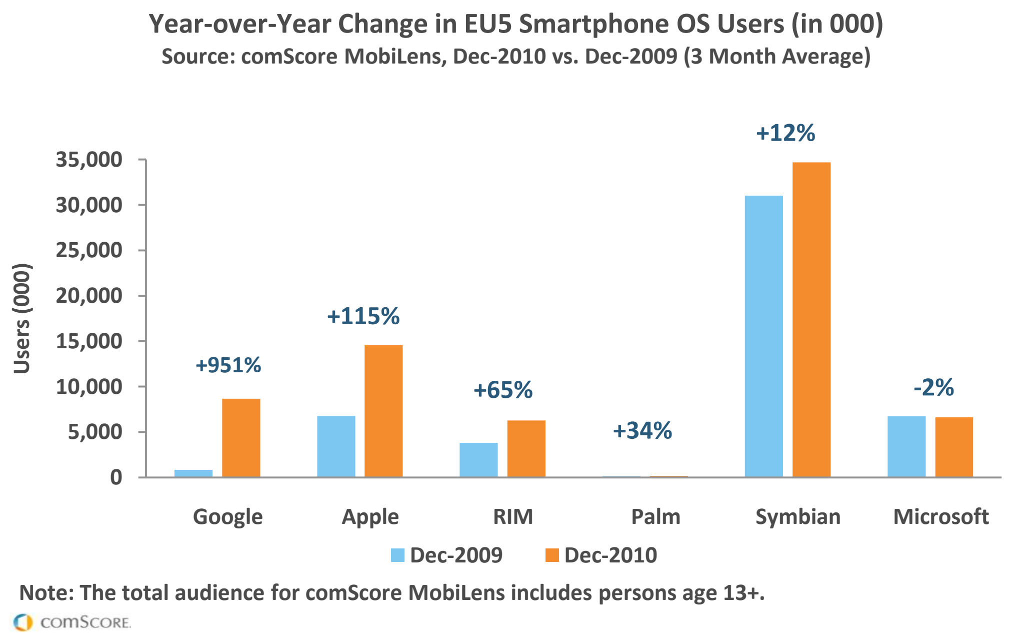
European Mobile Usage 2010

Smartphone Penetration in EU5 Continues to Increase

Smartphones continue to become an increasingly important segment of the European mobile phone landscape in 2010. Smartphone penetration in the EU5 (United Kingdom, France, Germany, Spain, and Italy) increased by 9.5 percentage points to 31.1 percent, placing it higher than the US (which saw smartphone penetration increase 10.2 percentage points to 27.0 percent).

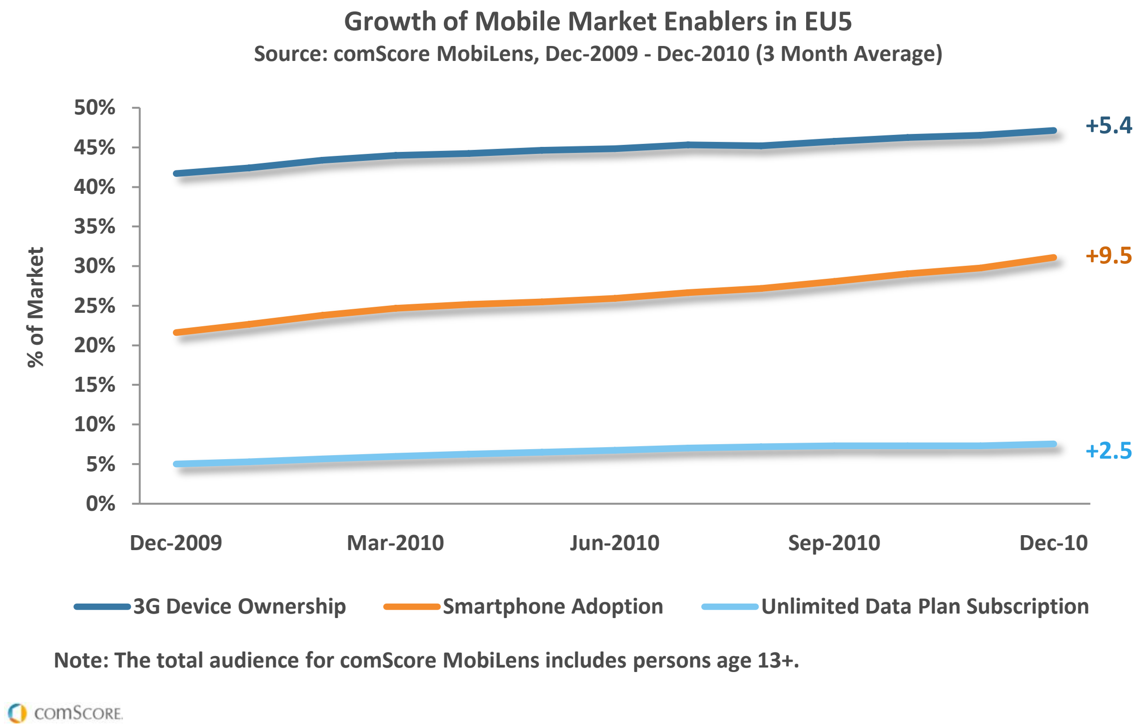


An analysis of the growth in smartphone reach in the EU5 reveals a dramatic increase in the adoption of Google and Apple smartphone operating systems (OS). Google Android, which experienced a 951-percent gain in the use of its OS, now boasts an audience of 8.7 million subscribers in these five European markets. Meanwhile, Apple experienced a 115-percent increase to 14.5 million subscribers. While Symbian continues to lead the smartphone OS market, the growth in Google and Apple OS usage reflects an increasing popularity for both platforms that appears positioned for continued growth in 2011.



Market Enablers Help Grow Mobile Media Use

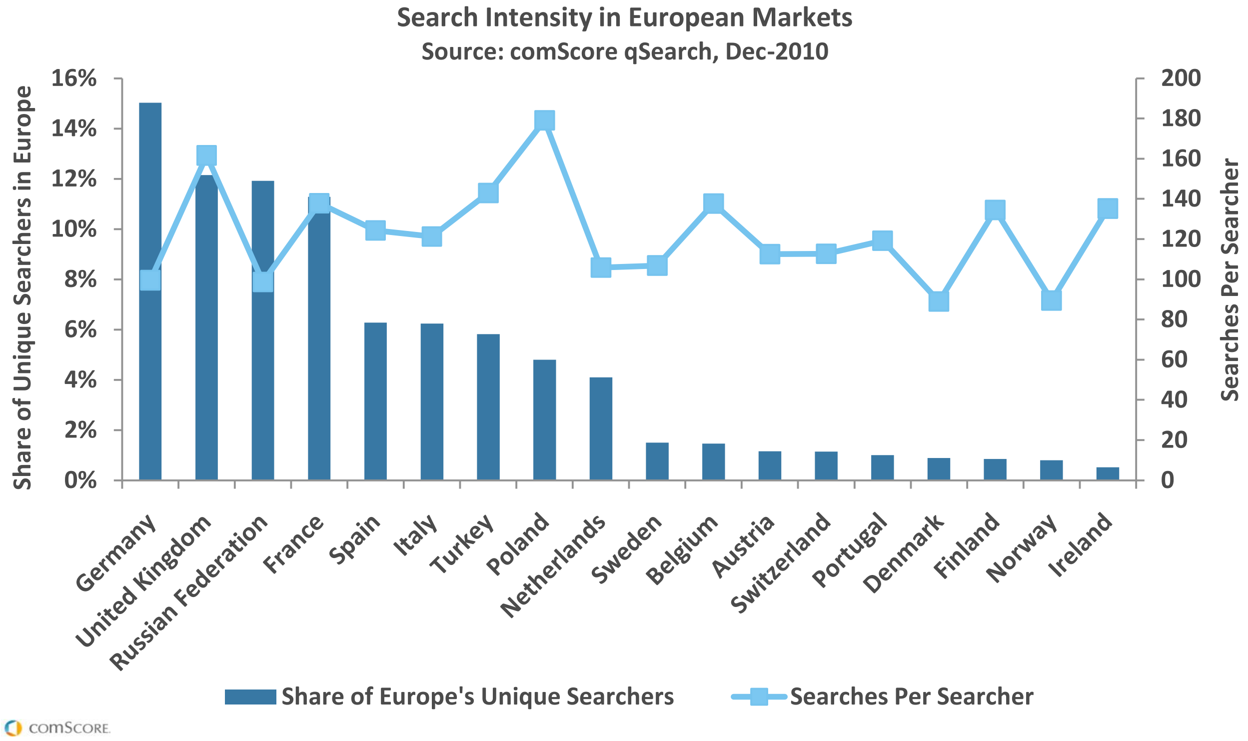
The overall growth in the use of mobile media can be attributed to the continued increase in penetration of several key market enablers: 3G device ownership, unlimited data plan subscription, and smartphone ownership. Smartphone ownership increased 9.5 percentage points in Europe during 2010 to 31.1 percent, while 3G device ownership grew 5.4 percentage points to 47.1 percent penetration, and unlimited data plan subscriptions grew 2.5 percentage points to 7.5 percent. With smartphone penetration likely to reach half the European mobile marketplace in 2011, we can expect to see mobile media usage continue to soar in the next year.



European Search Market 2010

European Search Intensity Varies by Market

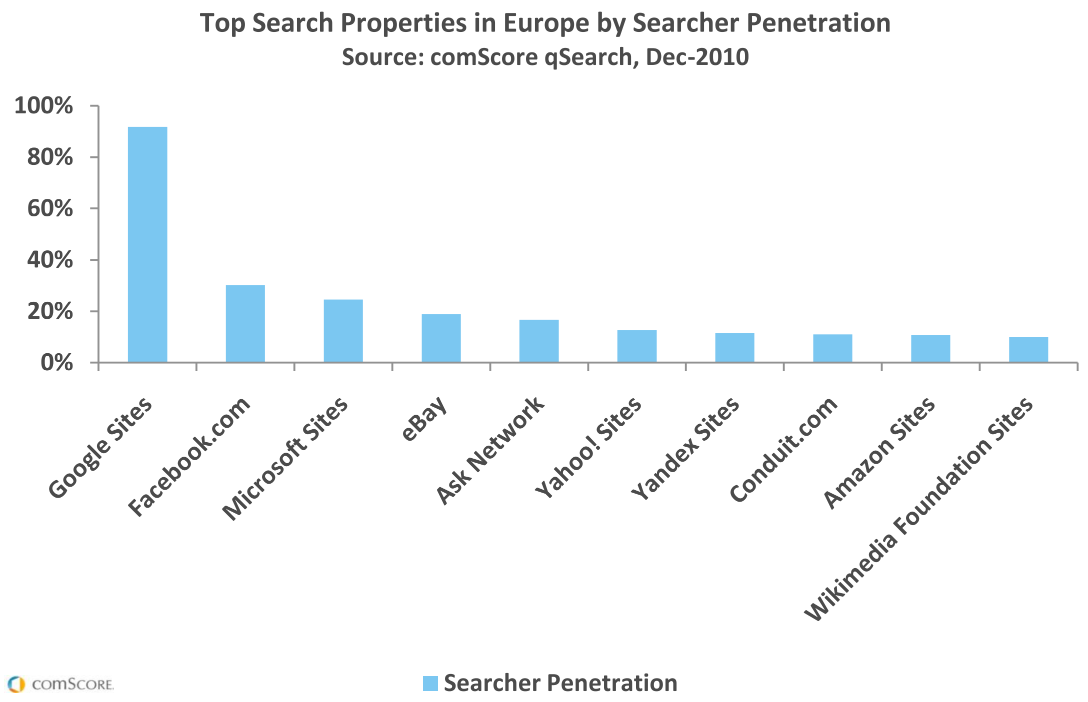
An analysis of individual search markets in Europe reveals differing levels of search intensity in these markets. Searchers in Poland, who make up a modest share of unique searchers in Europe, exhibit the heaviest search intensity, with the highest number of searches per searcher across all markets. In contrast, Germany and Russia, which have significant shares of European searchers, show lower search intensity than in most markets, indexing below the European regional average.



Google Continues to Lead Search in Europe

Google Sites continued to lead the search market in Europe, reaching 9 out of 10 Europeans in December 2010. Facebook ranked second reaching 30.2 percent of the market and was the only social network in the list of top ten search properties. Microsoft Sites followed, reaching approximately one-quarter of unique searchers at 24.6 percent. eBay and Ask Network ranked fourth and fifth, reaching 18.8 percent and 16.7 percent of unique searchers, respectively.

Yahoo! Sites, the Russian Yandex Sites, app and toolbar maker Conduit.com, Amazon Sites, and the Wikimedia Foundation Sites account for the remainder of the top search properties in Europe.



Looking Ahead to 2011

Europe is Ripe for Continued Growth and Innovation

IAB Europe reports that internet advertising is approaching a 20-percent share of total advertising spend, almost doubling its share over the last two years. While the immediately previous years saw a contraction in marketing budgets, the digital marketplace in Europe continues to grow. With growth comes innovation -- from advanced planning tools to sophisticated targeting techniques. Creativity is also beginning to take centre stage as marketers realise the previously unseen brand building benefits that digital can deliver. Most importantly, as consumers continue to expand their media consumption across a variety of devices and platforms, a rethinking of measurement approaches and marketing strategies becomes necessary.

With that in mind, the following is a summary of the key digital media trends we're seeing in Europe that will have an impact on the year to come:

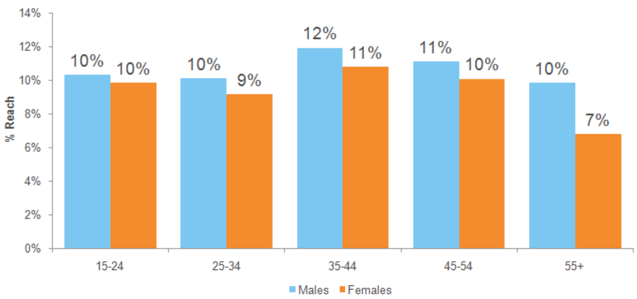
- **Social Networking:** Social media grew immensely in 2010 and saturated at least three quarters of individual European markets. 2011 will likely see a continued growth in the use of such sites, as social networking continues to be an integral part of online life. Marketing on these platforms will likely grow as well, as social networking becomes more heavily integrated with publisher and advertiser sites. Notably, despite earlier concerns about low click-through rates on social media advertising, advertising rates in social networks in European markets increased in 2010, reflecting increased confidence in the value of such platforms in reaching highly-targeted audiences. New trends such as location-based social networking will also likely contribute to the evolution of marketing on social media.
- **Advertising:** The display advertising market continued to grow in 2010, with the Social Networking category accounting for a rapidly increasing share of impressions. The online ad market continues to evolve, with more advanced ad units, improved targeting capabilities, and higher quality creative.
- **Video:** In 2010, a noticeable trend in video viewership in Europe was an increase in the average length of time spent watching individual videos. With more viewers watching longer-form content comes a more meaningful opportunity for video advertising online. It is significant to note that although overall video viewership in Europe grew by only a few percentage points in 2010, viewership on TV sites experienced much higher growth. As viewers increasingly look to online video for longer, quality content traditionally found on television, it is very likely that online video advertising will continue to experience exceptional growth.
- **Mobile:** As evidenced in comScore's Mobile Year in Review report, we believe 2011 will be a transformative year for Mobile. We predict more than half of all mobile consumers will have access to mobile media, largely driven by growing adoption of smartphones. Identifying the synergies that exist between all consumer touch points – traditional PC internet, mobile media (via app and browser), tablets, etc. – and understanding how consumers use these devices to fulfill different needs and convenience levels will be of critical importance to marketers.

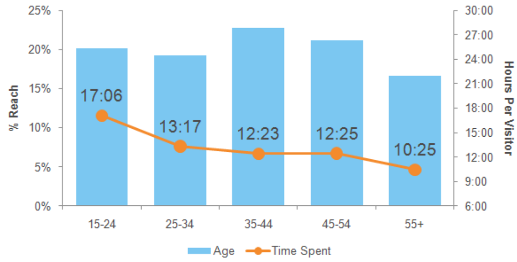
- **Search:** Search marketing continues to be an important component of an effective business-building strategy. Local players are growing in popularity, particularly in Russia, which creates more options for both consumers and marketers.

2011 will undoubtedly be an exciting year for the European digital marketplace, and a strong understanding of both the similarities and differences across countries will be critical to the success of the modern marketer.

European Market Scorecards, December 2010

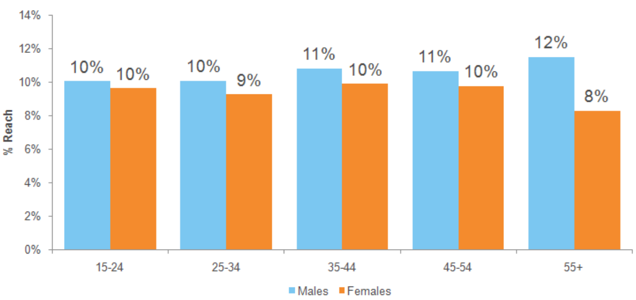
Austria

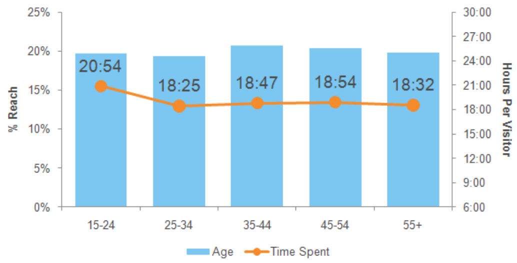




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**4,640**	**100.0**	**6,614**	**13:11:52**
1	Google Sites	4,157	89.6	872	2:09:49
2	Microsoft Sites	3,186	68.7	129	1:39:32
3	FACEBOOK.COM	3,168	68.3	1,020	3:19:56
4	Wikimedia Foundation Sites	1,951	42.1	20	0:08:35
5	Amazon Sites	1,572	33.9	55	0:19:47
6	Yahoo! Sites	1,453	31.3	33	0:24:26
7	Glam Media	1,389	29.9	14	0:04:33
8	eBay	1,380	29.8	100	0:32:17
9	United-Internet Sites	1,237	26.7	106	0:34:06
10	VEVO	1,203	25.9	9	0:09:31
11	Hubert Burda Media	1,066	23.0	8	0:03:03
12	ORF.at Network	1,023	22.1	35	0:22:48
13	Apple Inc.	1,003	21.6	7	0:07:34
14	Axel Springer AG	946	20.4	24	0:23:29
15	ProSiebenSat1 Sites	938	20.2	7	0:03:05
16	The Mozilla Organization	878	18.9	3	0:03:36
17	Deutsche Telekom	839	18.1	46	0:26:03
18	Ask Network	811	17.5	4	0:01:55
19	Telekom Austria	781	16.8	19	0:13:45
20	Viacom Digital	760	16.4	6	0:11:22

Belgium

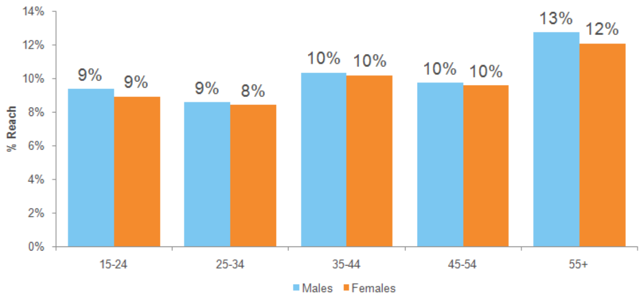


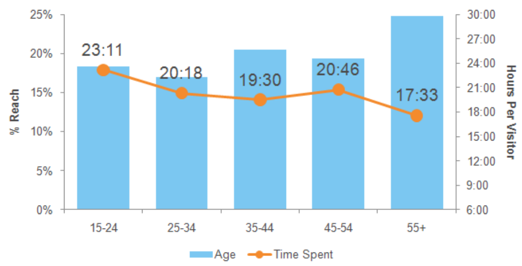


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**5,818**	**100.0**	**11,648**	**19:06:53**
1	Google Sites	5,621	96.6	1,741	2:43:33
2	Microsoft Sites	5,538	95.2	767	3:55:36
3	FACEBOOK.COM	4,303	74.0	1,637	3:42:28
4	Wikimedia Foundation Sites	2,408	41.4	28	0:09:57
5	Yahoo! Sites	1,812	31.2	79	0:39:35
6	VEVO	1,726	29.7	17	0:12:43
7	Belgacom Group	1,654	28.4	39	0:10:38
8	Telenet Sites	1,513	26.0	42	0:13:01
9	De Persgroep	1,416	24.3	69	0:25:03
10	Apple Inc.	1,404	24.1	10	0:04:00
11	eBay	1,373	23.6	106	0:35:00
12	Orange Sites	1,325	22.8	11	0:03:07
13	VRT Sites	1,292	22.2	47	0:19:16
14	Groupe Rossel	1,292	22.2	42	0:11:39
15	Corelio	1,270	21.8	33	0:05:47
16	Viacom Digital	1,210	20.8	13	0:11:06
17	SanomaWSOY	1,187	20.4	13	0:05:04
18	CBS Interactive	1,171	20.1	10	0:09:44
19	Ask Network	1,129	19.4	10	0:08:49
20	DAILYMOTION.COM	1,084	18.6	19	0:11:17

European Market Scorecards, December 2010

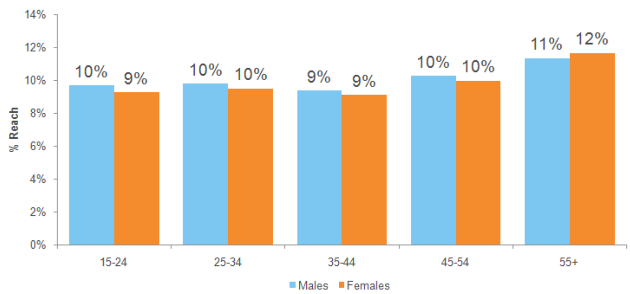
Denmark

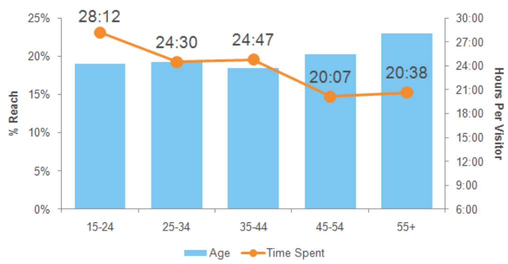




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**3,607**	**100.0**	**7,453**	**20:04:41**
1	Google Sites	3,414	94.6	887	2:42:40
2	Microsoft Sites	3,352	92.9	302	2:45:33
3	FACEBOOK.COM	2,797	77.5	1,114	4:08:30
4	DR.DK	1,354	37.5	47	0:31:26
5	TV2 Danmark	1,328	36.8	88	0:35:01
6	Wikimedia Foundation Sites	1,240	34.4	15	0:10:20
7	Eniro Sites	1,235	34.2	39	0:16:23
8	JP Politiken Hus	1,219	33.8	72	0:23:13
9	VEVO	1,115	30.9	13	0:15:38
10	eBay	1,056	29.3	105	0:20:49
11	Yahoo! Sites	988	27.4	33	0:31:51
12	Apple Inc.	973	27.0	8	0:05:01
13	Viacom Digital	765	21.2	7	0:10:18
14	DMI.DK	757	21.0	19	0:25:08
15	CBS Interactive	728	20.2	6	0:09:37
16	Amazon Sites	694	19.2	12	0:09:32
17	International Data Group	660	18.3	5	0:04:47
18	BT.DK	654	18.1	12	0:04:33
19	TDC Group	619	17.2	27	0:21:20
20	Danske Bank	614	17.0	46	0:30:10

Finland

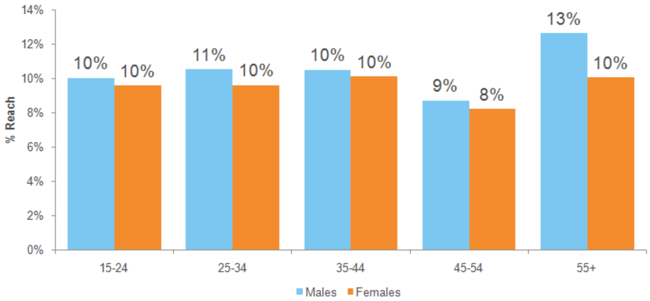


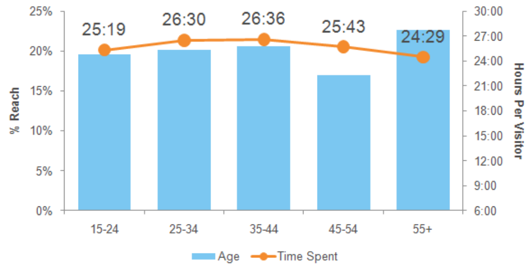


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**3,327**	**100.0**	**7,660**	**23:29:14**
1	Google Sites	3,178	95.5	985	3:08:28
2	Microsoft Sites	2,990	89.9	185	3:20:41
3	FACEBOOK.COM	2,701	81.2	1,174	4:33:11
4	Alma Media	2,116	63.6	174	1:27:50
5	SanomaWSOY	2,055	61.8	94	0:25:06
6	Wikimedia Foundation Sites	1,661	49.9	34	0:15:15
7	Eniro Sites	1,489	44.8	65	0:21:43
8	MTV3 Internet	1,354	40.7	79	0:39:59
9	YLE.FI	1,157	34.8	54	0:36:55
10	VEVO	1,058	31.8	10	0:11:14
11	Yahoo! Sites	942	28.3	22	0:22:35
12	Glam Media	915	27.5	7	0:03:40
13	OP.FI	836	25.1	46	0:30:37
14	The Mozilla Organization	803	24.1	4	0:04:11
15	IRC-GALLERIA.NET	797	23.9	274	1:11:51
16	BitTorrent Network	788	23.7	0	0:00:06
17	CBS Interactive	773	23.2	12	0:18:38
18	Nordea Group	769	23.1	41	0:26:29
19	Viacom Digital	764	22.9	5	0:08:25
20	NetShelter Technology Media	731	22.0	9	0:04:25

European Market Scorecards, December 2010

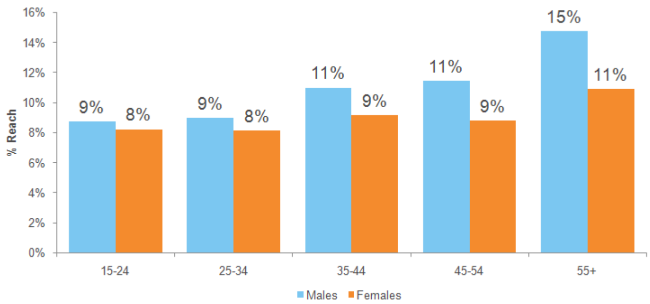
France

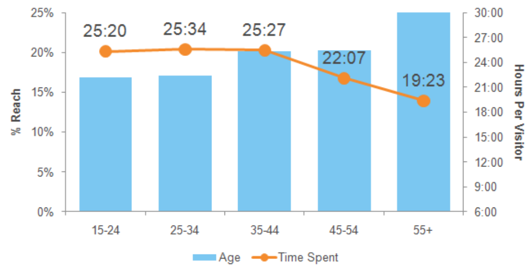




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**41,930**	**100.0**	**108,646**	**25:42:04**
1	Google Sites	39,129	93.3	11,450	2:37:38
2	Microsoft Sites	37,225	88.8	5,270	4:14:32
3	FACEBOOK.COM	30,830	73.5	12,718	4:13:55
4	Orange Sites	22,134	52.8	3,795	1:30:13
5	CCM-Benchmark	20,952	50.0	328	0:10:00
6	Yahoo! Sites	18,818	44.9	1,332	0:51:39
7	Iliad - Free.fr Sites	18,548	44.2	716	0:22:44
8	Wikimedia Foundation Sites	18,302	43.7	226	0:11:24
9	Groupe PPR	18,121	43.2	492	0:15:05
10	Groupe Pages Jaunes	17,817	42.5	540	0:14:00
11	Vivendi	15,277	36.4	959	1:00:17
12	Groupe Lagardere	15,264	36.4	289	0:13:34
13	Schibsted (Anuntis-Infojobs-20minutos)	15,182	36.2	3,087	1:39:56
14	eBay	14,030	33.5	1,102	0:37:08
15	Wikio Group	13,951	33.3	132	0:06:07
16	AuFeminin	13,687	32.6	199	0:11:13
17	DAILYMOTION.COM	13,614	32.5	300	0:16:22
18	Groupe M6	13,528	32.3	173	0:08:41
19	Groupe TF1	13,183	31.4	320	0:25:09
20	Amazon Sites	12,423	29.6	272	0:12:03

Germany

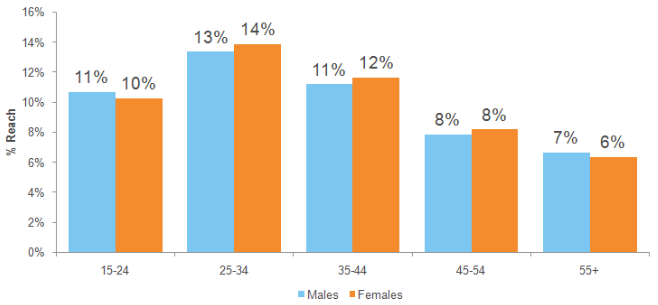


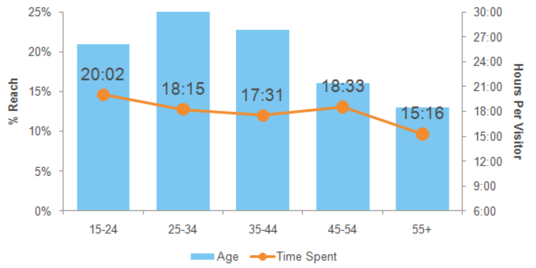


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**49,336**	**100.0**	**135,090**	**23:13:37**
1	Google Sites	45,623	92.5	14,084	3:03:16
2	Microsoft Sites	33,803	68.5	2,050	2:01:12
3	FACEBOOK.COM	28,672	58.1	6,474	2:15:14
4	eBay	27,054	54.8	5,485	1:15:05
5	Deutsche Telekom	24,983	50.6	1,935	0:40:07
6	ProSiebenSat1 Sites	24,942	50.6	897	0:21:50
7	Amazon Sites	24,821	50.3	1,193	0:28:15
8	Wikimedia Foundation Sites	24,334	49.3	393	0:14:47
9	United-Internet Sites	23,354	47.3	3,816	1:02:31
10	Axel Springer AG	20,982	42.5	1,182	0:28:47
11	Hubert Burda Media	20,647	41.8	334	0:07:36
12	Yahoo! Sites	19,346	39.2	1,040	0:40:06
13	RTL Group Sites	17,981	36.4	2,838	1:11:49
14	Verlagsgruppe Georg von Holtzbrinck	17,405	35.3	5,826	2:42:06
15	The Mozilla Organization	14,299	29.0	74	0:06:19
16	Mail.ru Group	14,236	28.9	2,080	5:12:08
17	Otto Gruppe	13,897	28.2	817	0:21:24
18	Glam Media	13,864	28.1	161	0:05:13
19	gutefrage.net GmbH	13,360	27.1	59	0:02:40
20	Lycos Europe Sites	11,347	23.0	238	0:11:59

European Market Scorecards, December 2010

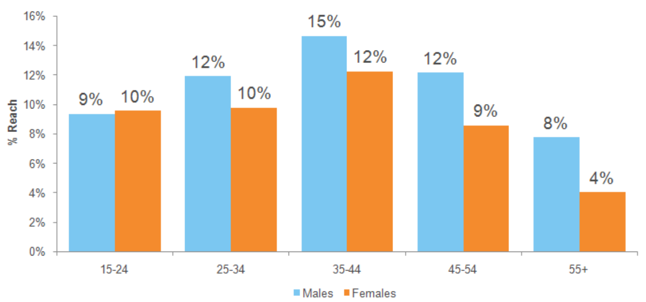
Ireland

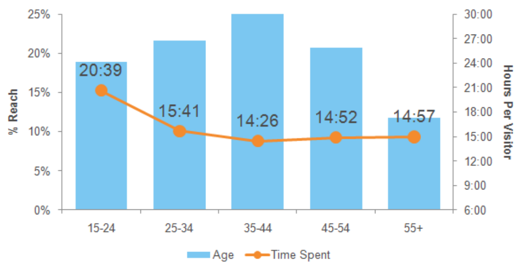




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**2,017**	**100.0**	**3,269**	**18:07:26**
1	Google Sites	1,926	95.5	470	2:51:34
2	Microsoft Sites	1,900	94.2	102	1:36:10
3	FACEBOOK.COM	1,553	77.0	579	4:10:47
4	RTE.IE	1,373	68.1	45	0:22:55
5	Yahoo! Sites	1,139	56.5	55	0:47:02
6	Daft Media	1,032	51.2	78	0:54:33
7	Glam Media	933	46.3	14	0:13:18
8	BBC Sites	918	45.5	23	0:20:31
9	Wikimedia Foundation Sites	755	37.4	11	0:13:34
10	Ask Network	706	35.0	7	0:05:22
11	eBay	656	32.5	39	0:32:33
12	CBS Interactive	624	30.9	6	0:11:49
13	Apple Inc.	599	29.7	4	0:05:25
14	Viacom Digital	587	29.1	6	0:15:33
15	Amazon Sites	584	29.0	14	0:14:29
16	Demand Media	580	28.8	3	0:05:55
17	AOL, Inc.	564	28.0	5	0:08:51
18	VEVO	529	26.2	4	0:09:53
19	NetShelter Technology Media	479	23.7	4	0:05:13
20	Answers.com Sites	476	23.6	2	0:02:32

Italy

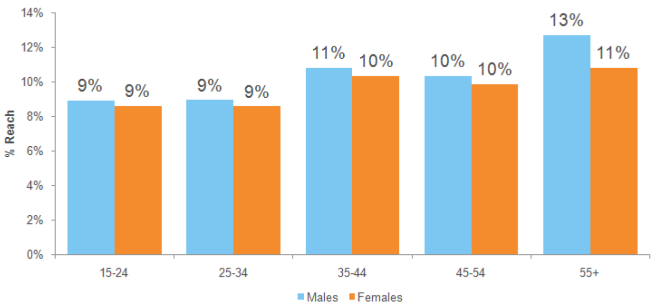


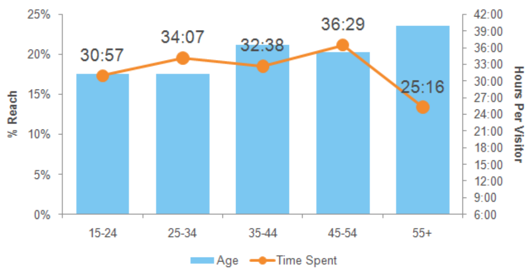


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**22,715**	**100.0**	**36,310**	**16:02:17**
1	Google Sites	21,734	95.7	5,165	2:14:52
2	Microsoft Sites	21,280	93.7	1,043	1:49:46
3	FACEBOOK.COM	17,748	78.1	7,773	4:44:36
4	WIND Telecomunicazioni	15,479	68.1	1,426	0:35:20
5	Telecom Italia	13,146	57.9	1,183	0:41:15
6	Yahoo! Sites	11,825	52.1	361	0:26:10
7	Wikimedia Foundation Sites	9,328	41.1	111	0:11:06
8	eBay	7,510	33.1	465	0:29:07
9	Populis	5,570	24.5	29	0:02:33
10	Ask Network	5,512	24.3	36	0:02:34
11	RCS Media Group	5,381	23.7	151	0:23:57
12	ForumCommunity	5,293	23.3	99	0:09:01
13	AuFeminin	5,074	22.3	55	0:07:46
14	Gruppo Editoriale Espresso	5,047	22.2	132	0:18:38
15	ALTERVISTA.ORG	5,012	22.1	83	0:05:26
16	VEVO	4,499	19.8	33	0:07:44
17	ilMeteo s.r.l.	4,314	19.0	78	0:10:29
18	Apple Inc.	4,198	18.5	36	0:05:52
19	Seat Pagine Gialle	3,931	17.3	48	0:06:22
20	eMule (App)	3,926	17.3		0:00:00

European Market Scorecards, December 2010

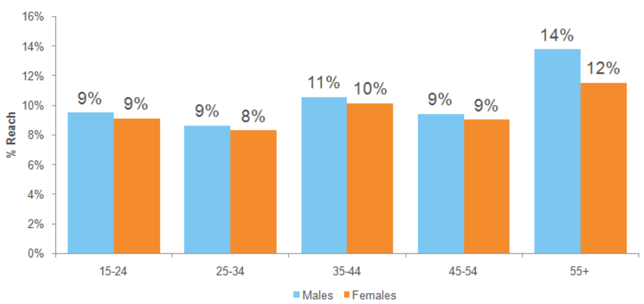
Netherlands

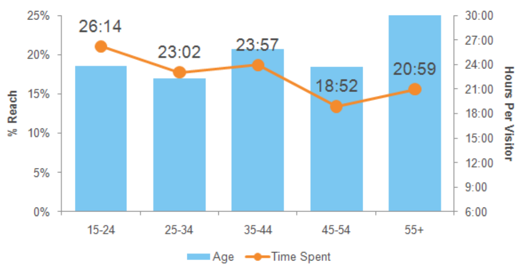




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**11,947**	**100.0**	**41,321**	**31:39:05**
1	Google Sites	11,313	94.7	5,111	4:15:51
2	Microsoft Sites	11,007	92.1	2,869	6:41:10
3	Hyves	8,640	72.3	5,541	3:28:12
4	SanomaWSOY	7,430	62.2	530	0:57:56
5	eBay	6,066	50.8	1,092	1:24:02
6	FACEBOOK.COM	5,732	48.0	788	1:17:53
7	Publieke Omroep	5,643	47.2	248	0:34:12
8	Wikimedia Foundation Sites	5,567	46.6	76	0:12:05
9	Bueienradar-Meteox	3,774	31.6	156	0:17:40
10	ING Group	3,766	31.5	547	0:34:26
11	Vevo	3,743	31.3	34	0:10:40
12	Telegraaf Media Groep	3,624	30.3	260	0:35:07
13	KPN	3,610	30.2	142	0:19:17
14	Rabobank Group	3,600	30.1	249	0:42:58
15	Yahoo! Sites	3,520	29.5	94	0:24:13
16	Bol Sites	3,480	29.1	95	0:13:23
17	Viacom Digital	3,447	28.9	52	0:13:42
18	Apple Inc.	3,432	28.7	32	0:05:35
19	Ask Network	3,409	28.5	30	0:03:37
20	De Telefoongids BV	3,218	26.9	28	0:04:58

Norway

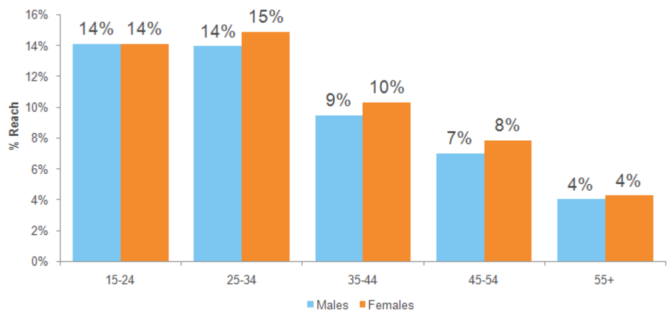


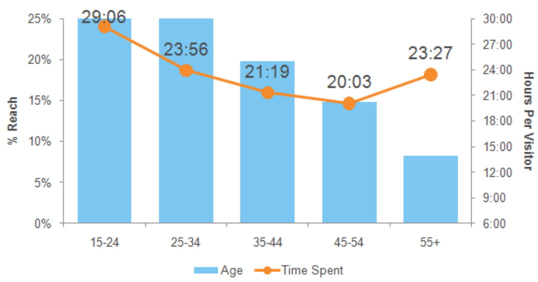


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**3,193**	**100.0**	**6,174**	**22:32:35**
1	Microsoft Sites	3,040	95.2	255	4:33:52
2	Google Sites	2,897	90.7	645	2:37:59
3	FACEBOOK.COM	2,545	79.7	1,116	4:43:31
4	Schibsted (Anuntis-Infojobs-20minutos)	2,154	67.5	389	2:05:06
5	Eniro Sites	1,342	42.0	28	0:21:09
6	Wikimedia Foundation Sites	1,331	41.7	19	0:12:16
7	AS Avishuset Dagbladet	1,312	41.1	55	0:48:02
8	Telenor	1,299	40.7	54	0:16:20
9	Spotify	1,226	38.4	1	0:01:18
10	NRK Sites	1,036	32.4	24	0:32:34
11	Yahoo! Sites	946	29.6	24	0:31:39
12	Apple Inc.	861	27.0	7	0:04:38
13	BitTorrent Network	853	26.7	0	0:00:08
14	VEVO	822	25.7	10	0:09:25
15	TV2 Sites	798	25.0	17	0:19:27
16	Viacom Digital	767	24.0	7	0:12:56
17	A-Pressen Group	737	23.1	22	0:12:22
18	Allergruppen	732	22.9	17	0:27:32
19	YR.NO	730	22.9	13	0:31:55
20	Edda Media Sites	718	22.5	18	0:14:05

European Market Scorecards, December 2010

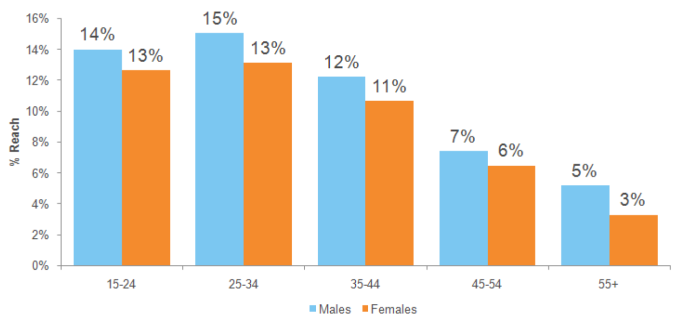
Poland

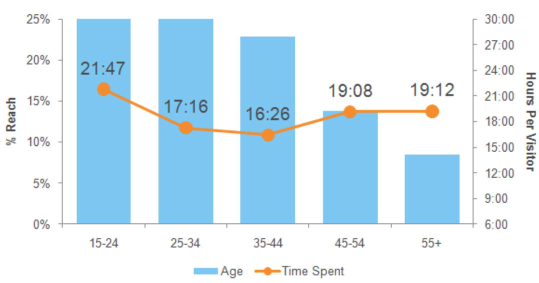




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**18,028**	**100.0**	**52,387**	**24:16:00**
1	Google Sites	17,506	97.1	5,949	3:10:09
2	MIH Limited	14,541	80.7	3,512	2:18:29
3	NASZA-KLASA.PL	13,689	75.9	5,916	3:00:00
4	Grupa Onet.pl	12,628	70.0	1,731	1:22:37
5	Wirtualna Polska	11,998	66.6	2,694	1:56:54
6	Gazeta.pl Group	11,780	65.3	691	0:21:15
7	Grupa o2	11,699	64.9	831	0:59:16
8	Wikimedia Foundation Sites	10,202	56.6	178	0:14:18
9	FACEBOOK.COM	10,012	55.5	2,104	1:56:33
10	Interia.pl SA	8,079	44.8	610	0:39:46
11	DEMOTYWATORY.PL	6,380	35.4	497	1:04:51
12	CHOMIKUJ.PL	6,271	34.8	805	1:41:14
13	AOL, Inc.	5,885	32.6	20	0:03:12
14	Microsoft Sites	5,564	30.9	56	0:08:31
15	VEVO	5,503	30.5	49	0:11:52
16	FILMWEB.PL	4,448	24.7	109	0:13:08
17	The Mozilla Organization	4,196	23.3	16	0:03:23
18	Orange Sites	4,090	22.7	102	0:12:50
19	ZAPYTAJ.COM.PL	3,806	21.1	23	0:02:59
20	PEB.PL	3,639	20.2	35	0:01:49

Portugal

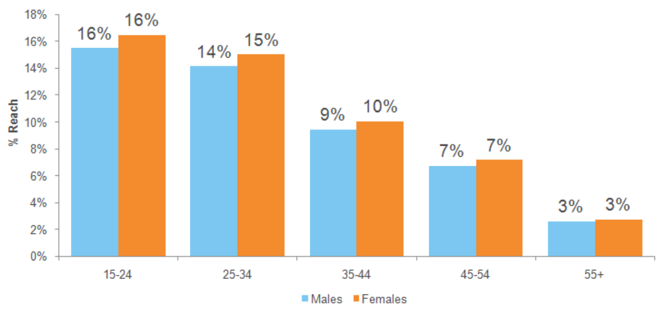


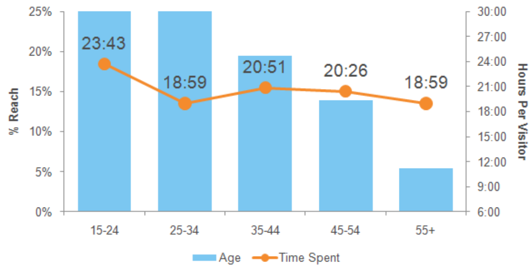


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**4,033**	**100.0**	**7,024**	**18:42:40**
1	Google Sites	3,894	96.6	1,282	3:04:31
2	Microsoft Sites	3,766	93.4	442	4:38:29
3	FACEBOOK.COM	2,994	74.2	1,206	3:30:01
4	Portugal Telecom	2,441	60.5	166	0:45:14
5	Terra - Telefonica	1,621	40.2	35	0:12:37
6	Wikimedia Foundation Sites	1,453	36.0	14	0:08:02
7	UOL	1,386	34.4	28	0:10:13
8	VEVO	1,318	32.7	15	0:14:39
9	Yahoo! Sites	1,293	32.1	18	0:10:58
10	HI5.COM	1,278	31.7	208	1:21:47
11	Grupo Prisa	1,103	27.4	49	0:34:53
12	Grupo Impresa	1,004	24.9	39	0:22:10
13	BitTorrent Network	964	23.9	0	0:00:08
14	WordPress	955	23.7	5	0:03:10
15	OLX Inc.	919	22.8	34	0:20:27
16	Grupo Sonae	913	22.7	38	0:28:42
17	Viacom Digital	868	21.5	9	0:09:46
18	MEGAUPLOAD.COM	765	19.0	15	0:16:10
19	XL.PT	739	18.3	39	0:23:32
20	CBS Interactive	739	18.3	8	0:09:41

European Market Scorecards, December 2010

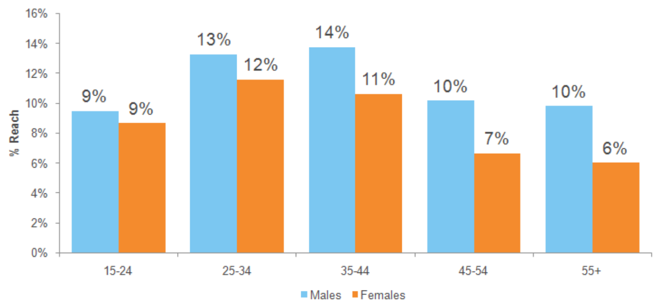
Russia

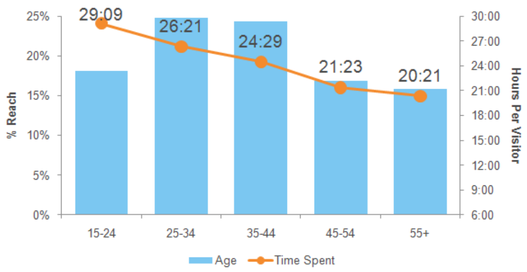




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**46,132**	**100.0**	**116,243**	**21:04:06**
1	Mail.ru Group	37,956	82.3	16,295	4:43:00
2	Yandex Sites	37,683	81.7	6,003	1:19:08
3	Vkontakte	32,992	71.5	28,088	5:54:43
4	Google Sites	29,751	64.5	2,671	0:53:16
5	RosBusinessConsulting	18,899	41.0	740	0:22:17
6	Wikimedia Foundation Sites	17,651	38.3	212	0:11:47
7	BitTorrent Network	16,204	35.1	4	0:00:09
8	Rambler Media	15,544	33.7	872	0:34:31
9	Microsoft Sites	14,385	31.2	201	0:11:32
10	SUP	12,571	27.2	385	0:22:26
11	UCOZ.RU	12,497	27.1	153	0:05:48
12	Gazprom Media	11,288	24.5	163	0:09:58
13	DEPOSITFILES.COM	10,180	22.1	81	0:06:04
14	LETITBIT.NET	9,089	19.7	102	0:01:20
15	FACEBOOK.COM	8,668	18.8	288	0:18:27
16	Opera Software	8,409	18.2	31	0:02:24
17	Zaycev Net	8,374	18.2	193	0:07:05
18	The Mozilla Organization	7,302	15.8	57	0:05:19
19	LIVEINTERNET.RU	6,548	14.2	96	0:08:03
20	AOL, Inc.	6,097	13.2	19	0:02:34

Spain

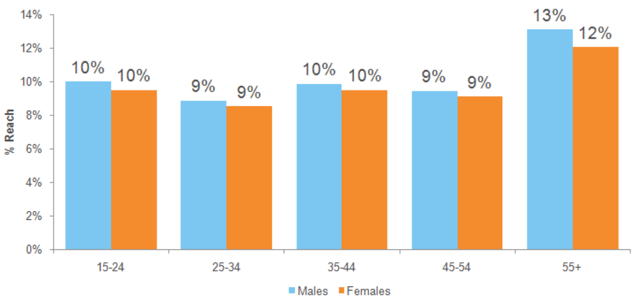


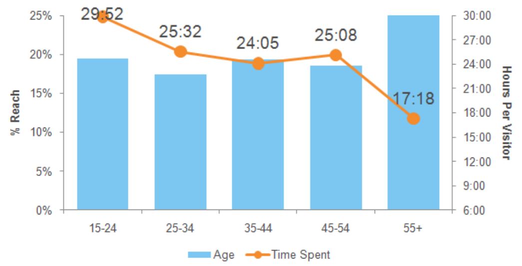


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**21,116**	**100.0**	**49,263**	**24:37:35**
1	Microsoft Sites	21,061	99.7	3,465	4:48:11
2	Google Sites	20,090	95.1	6,946	3:02:28
3	FACEBOOK.COM	14,590	69.1	3,912	2:38:38
4	Terra - Telefonica	13,325	63.1	6,911	4:46:37
5	Yahoo! Sites	10,792	51.1	507	0:41:55
6	Grupo Prisa	9,249	43.8	242	0:32:07
7	Wikimedia Foundation Sites	9,100	43.1	100	0:10:14
8	Vocento	8,813	41.7	248	0:21:53
9	RCS Media Group	8,262	39.1	409	0:53:38
10	Orange Sites	7,533	35.7	134	0:10:58
11	Schibsted (Anuntis-Infojobs-20minutos)	7,333	34.7	544	0:26:47
12	NetShelter Technology Media	6,329	30.0	70	0:07:42
13	MEGAUPLOAD.COM	5,896	27.9	229	0:51:26
14	WordPress	5,449	25.8	31	0:03:48
15	TARINGA.NET	5,013	23.7	42	0:05:47
16	Corporacion Publicitaria De Medios	4,895	23.2	139	0:25:31
17	Vevo	4,830	22.9	28	0:07:21
18	Ask Network	4,680	22.2	39	0:03:00
19	eBay	4,659	22.1	297	0:26:41
20	Grupo Intercom	4,487	21.2	63	0:05:58

European Market Scorecards, December 2010

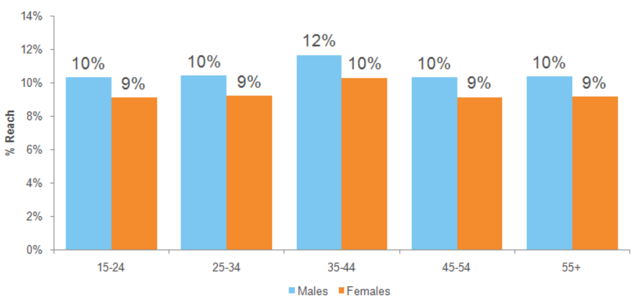
Sweden

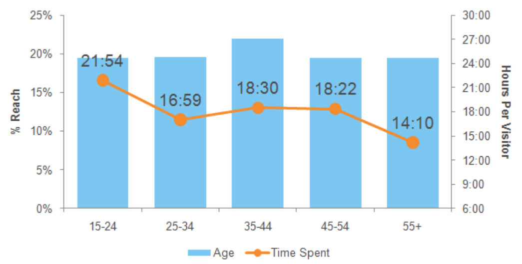




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**6,068**	**100.0**	**14,200**	**21:04:06**
1	Microsoft Sites	5,857	96.5	668	4:43:00
2	Google Sites	5,642	93.0	1,528	1:19:08
3	FACEBOOK.COM	4,765	78.5	2,054	5:54:43
4	Schibsted (Anuntis-Infojobs-20minutos)	4,020	66.2	681	0:53:16
5	Spotify	2,877	47.4	3	0:22:17
6	Bonnier Group	2,836	46.7	122	0:11:47
7	Wikimedia Foundation Sites	2,479	40.9	36	0:00:09
8	BLOGG.SE	2,227	36.7	87	0:34:31
9	Eniro Sites	2,120	34.9	36	0:11:32
10	BitTorrent Network	1,958	32.3	1	0:22:26
11	Swedbank	1,864	30.7	126	0:05:48
12	Yahoo! Sites	1,650	27.2	63	0:09:58
13	Sveriges Television	1,628	26.8	53	0:06:04
14	Modern Times Group	1,545	25.5	41	0:01:20
15	VEVO	1,520	25.1	13	0:18:27
16	eBay	1,460	24.1	152	0:02:24
17	THEPIRATEBAY.ORG	1,320	21.8	59	0:07:05
18	Apple Inc.	1,285	21.2	11	0:05:19
19	Amazon Sites	1,222	20.1	20	0:08:03
20	CBS Interactive	1,165	19.2	13	0:02:34

Switzerland

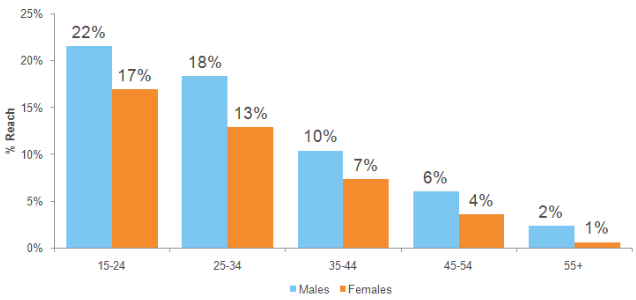


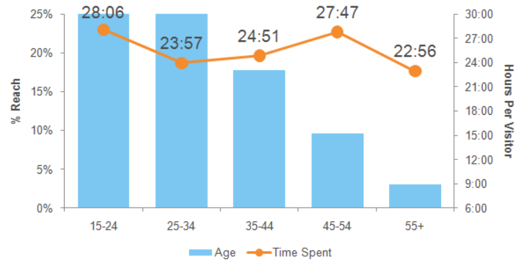


	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**4,616**	**100.0**	**8,483**	**18:00:04**
1	Google Sites	4,325	93.7	1,194	2:38:17
2	Microsoft Sites	4,069	88.2	348	3:05:51
3	FACEBOOK.COM	3,106	67.3	1,199	3:48:35
4	Wikimedia Foundation Sites	1,911	41.4	24	0:10:25
5	Yahoo! Sites	1,701	36.8	69	0:28:27
6	Swisscom Sites	1,627	35.2	197	1:22:55
7	Apple Inc.	1,620	35.1	15	0:06:01
8	VEVO	1,197	25.9	13	0:14:01
9	Glam Media	1,003	21.7	11	0:04:13
10	MIH Limited	976	21.1	136	1:02:16
11	Deutsche Telekom	967	20.9	73	0:12:52
12	TDC Group	881	19.1	10	0:07:41
13	SBB CFF FFS Sites	875	19.0	19	0:12:28
14	Amazon Sites	833	18.0	15	0:09:17
15	The Mozilla Organization	823	17.8	5	0:11:43
16	Viacom Digital	784	17.0	6	0:11:14
17	eBay	778	16.9	40	0:23:36
18	SRG SSR idee suisse	732	15.9	33	0:52:43
19	SEARCH.CH	697	15.1	12	0:10:20
20	Groupe PPR	674	14.6	15	0:11:10

European Market Scorecards, December 2010

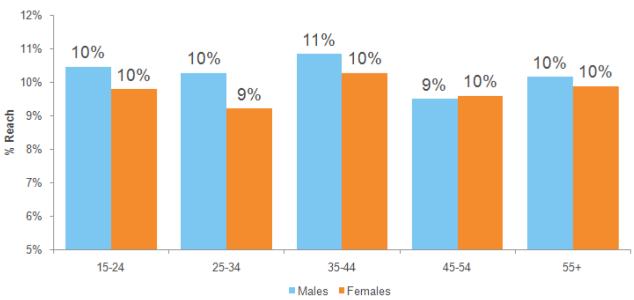
Turkey

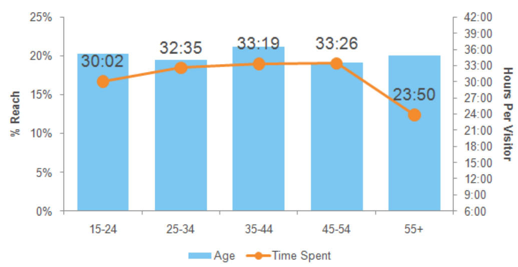




	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**22,571**	**100.0**	**60,550**	**26:03:00**
1	Google Sites	21,999	97.5	6,695	2:08:24
2	Microsoft Sites	21,306	94.4	2,132	3:56:58
3	FACEBOOK.COM	20,397	90.4	15,401	7:02:36
4	Nokta.com MEDYA	19,067	84.5	352	0:07:29
5	Hurriyet Internet Group	11,020	48.8	837	0:32:45
6	DAILYMOTION.COM	10,732	47.5	149	0:09:14
7	Mynet A.S.	10,145	44.9	1,351	1:19:20
8	Dogan Gazetecilik	9,853	43.7	980	0:58:46
9	Dogan Online	8,153	36.1	438	0:23:33
10	Wikimedia Foundation Sites	7,313	32.4	60	0:06:09
11	SAHIBINDEN.COM	6,814	30.2	1,183	1:31:53
12	Yeni Medya	6,024	26.7	71	0:03:53
13	Kokteyl Group	5,659	25.1	296	0:33:15
14	eBay	5,651	25.0	310	0:18:48
15	VIDIVODO.COM	5,329	23.6	32	0:05:01
16	DONANIMHABER.COM	5,183	23.0	42	0:05:03
17	AOL, Inc.	5,049	22.4	16	0:03:02
18	Turkuvaz Yayin	5,002	22.2	286	0:23:02
19	TURK TELEKOM GROUP	4,941	21.9	139	0:16:26
20	Yahoo! Sites	4,355	19.3	132	0:25:57

United Kingdom





	Source: comScore Media Metrix, December 2010	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Hours per Visitor
	Total Internet : 15+	**38,643**	**100.0**	**104,630**	**21:04:06**
1	Microsoft Sites	36,917	95.5	4,918	4:43:00
2	Google Sites	36,344	94.1	11,711	1:19:08
3	FACEBOOK.COM	31,576	81.7	21,732	5:54:43
4	Yahoo! Sites	26,854	69.5	2,064	0:53:16
5	BBC Sites	22,442	58.1	1,179	0:22:17
6	eBay	21,207	54.9	3,163	0:11:47
7	Amazon Sites	20,012	51.8	843	0:00:09
8	Wikimedia Foundation Sites	17,935	46.4	294	0:34:31
9	Glam Media	17,497	45.3	419	0:11:32
10	Apple Inc.	15,782	40.8	133	0:22:26
11	Ask Network	13,197	34.2	162	0:05:48
12	Home Retail Group	12,341	31.9	702	0:09:58
13	VEVO	11,407	29.5	102	0:06:04
14	AOL, Inc.	10,488	27.1	780	0:01:20
15	CBS Interactive	10,444	27.0	108	0:18:27
16	Viacom Digital	9,922	25.7	84	0:02:24
17	NetShelter Technology Media	9,007	23.3	88	0:07:05
18	Sky Sites	9,005	23.3	383	0:05:19
19	Demand Media	9,001	23.3	47	0:08:03
20	Guardian Media Group	8,833	22.9	160	0:02:34

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. comScore helps its clients better understand, leverage and profit from the rapidly evolving digital marketing landscape by providing data, analytics and on-demand software solutions for the measurement of online ads and audiences, media planning, website analytics, advertising effectiveness, copy-testing, social media, search, video, mobile, cross-media, e-commerce, and a broad variety of emerging forms of digital consumer behaviour. comScore services, which now include the product suites of recent acquisitions Nedstat, Nexius XPlore, ARSGroup and Certifica, are used by more than 1,600 clients around the world, including global leaders such as AOL, Baidu, BBC, Best Buy, Carat, Deutsche Bank, ESPN, Facebook, France Telecom, Financial Times, Fox, Microsoft, MediaCorp, Nestle, Starcom, Terra Networks, Universal McCann, Verizon Services Group, ViaMichelin and Yahoo!. For more information, please visit www.comScore.com.

Our Methodology

Central to most comScore services is the comScore panel, the largest continuously measured consumer panel of its kind. With approximately 2 million worldwide consumers under continuous measurement, comScore delivers one of the highest quality, most comprehensive views of internet browsing, buying and other activity, in the digital environment. Complementing the panel is a unique census-level data collection method, which allows for the integration of consumers' internet behaviour with powerful audience-measurement insights. The methodology that comScore utilises to thread census-level collected data with the comScore panel is called Unified Digital Measurement. For more information, please visit: http://www.comscore.com/About_comScore/Methodology

The foundation of our MobiLens service is the continuous collection of consumer behaviour information. Using proprietary data collection methods, we survey nationally representative samples of mobile subscribers aged 13+. Survey fieldwork is conducted monthly and to ensure demographic representation, recruitment quotas are set based on each country's census demographic and geographic profiles for age and gender. The resulting MobiLens survey panels are nationally representative samples of mobile subscribers substantial enough to provide projected data for sub-segments as small as 1% of mobile subscribers aged 13 years of age and higher. The MobiLens' sampling and survey methods undergo extensive analysis and market validation including comparisons to known network operator market shares, leading handset model shares, downloading activity, and other usage metrics. For more information, please visit:
http://www.comscore.com/Products_Services/Product_Index/MobiLens

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