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Press Release

Europeans More Likely than Americans to Use Mobile Phones to Access the Internet

London, UK, 23 October, 2006 – comScore Networks, a leader in global digital media measurement, today releases the inaugural findings of the comScore Mobile Tracking Study, which reveals significant differences in the way that Europeans and Americans use the Web on their mobile phones. This innovative ongoing tracking study is designed to analyze and understand how consumers across six countries in Europe and America (U.S., France, Germany, Italy, Spain and UK) access Internet content from their mobile phones. It shows that 29 percent of European Internet users within the aforementioned countries regularly access the Web from their mobile phones compared to only 19 percent in the U.S.

Of the countries examined, the highest mobile Web penetration is seen in both Germany and Italy (29 percent for each), followed by France with 28 percent, Spain with 26 percent and the UK with 24 percent. The U.S. figure of 19 percent is the lowest of the set.

Mobile Internet Penetration by Country September 2006 – U.S., UK, French, German, Italian and Spanish Online Populations Source: comScore Networks – Mobile Tracking Study						
	U.S.	France	Germany	Italy	Spain	UK
Online Population: Persons 15+ from Home and Work (000)	152,698	23,980	32,085	17,389	12,281	29,500
% Online Population Accessing Web from Mobile Phone	19%	28%	34%	34%	26%	24%

The comScore Mobile Tracking Study also shows that men are somewhat more likely to access the Web from their mobile phones than women. Across all six countries, although the Internet penetration is split evenly between men and women, 55 percent of those who access the Web from their mobile phones are men.

Nokia Leading the Way

The study found Nokia to be the leading brand of phone for those who regularly access the mobile Web across five of the six countries examined, capturing share ranging from 50 percent in Italy to 26 percent in France. Only in the U.S., where Motorola has the greatest share (26 percent), is Nokia pushed into second place, with a 17 percent share.

Mobile Internet Share of Market as Measured by Penetration by Phone Brand September 2006 – U.S., UK, French, German, Italian and Spanish Online Populations Source: comScore Networks – Mobile Tracking Study						
Phone Brand	U.S.	France	Germany	Italy	Spain	UK
Nokia	17%	22%	32%	50%	39%	39%
Motorola	26%	13%	22%	18%	14%	14%
Samsung	10%	21%	8%	8%	17%	17%
Sony Ericsson	6%	14%	12%	5%	11%	13%

Other	41%	30%	27%	19%	20%	17%
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Portals and Providers are the Most Popular Sites

The comScore tracking study determined that the major online portal sites represent the most popular online destinations among mobile Web surfers, with Google, Yahoo! and MSN leading the way. However, the mobile Web sites set up by the phone operators, such as Vodafone, o2 and T-Mobile, are also proving attractive to mobile Web surfers, particularly in Europe.

Mobile Internet Penetration- Most Popular Sites September 2006 –U.S., UK, French, German, Italian and Spanish Online Populations Source: comScore Networks – Mobile tracking study						
Site Category	U.S.	France	Germany	Italy	Spain	UK
Online Portal	74%	24%	29%	34%	28%	31%
Operator Portal	5%	26%	25%	18%	25%	31%
Specific Mobile Site	0%	17%	17%	23%	4%	0%
Commerce Site	4%	2%	8%	7%	6%	8%
News Site	2%	10%	0%	11%	2%	9%
Other	15%	22%	21%	8%	35%	21%

“Three-quarters of American mobile Web surfers access content from the leading online portals such as Google, Yahoo! and MSN compared to only thirty percent of Europeans,” commented Bob Ivins managing director of comScore Europe. “In Europe, the mobile Internet appears to mirror the dynamics of the fixed Internet. Google remains strong but the other U.S.-based portals achieve a lower penetration, facing stiff competition from local competitors--in this case the mobile provider who have the structural advantage of a degree of control over the access point and interface from the mobile phone.”

About comScore Europe

comScore Europe is an operating division of comScore Networks, Inc., the leader in digital media measurement. comScore Europe provides details of visitation, demographics and online buying power for Web site audiences across European, U.S. and global markets.

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 measures what matters across a broad spectrum of behaviour 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.