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comScore Releases New Report 'Mobile's Hierarchy of Needs' Revealing Key Insights into Global Mobile Trends

Report Finds that Mobile Accounts for More Than 60% of Digital Minutes Across Global Markets

TORONTO, March 28, 2017 /CNW/ -- comScore, Inc. today published its 2017 international mobile report, 'Mobile's Hierarchy of Needs.' This new report traces the global evolution of smartphones and tablets to become the primary digital tool, revealing specific behaviours for which these platforms have become important to consumers' daily lives. The report uses mobile and multi-platform data from 9 international markets (USA, Canada, UK, Spain, Italy, Brazil, Mexico, China and Indonesia) to demonstrate audience and consumption trends, along with regional differences in digital landscapes. To download a copy of the report, please visit: www.comscore.com/mobile-hierarchy



"The dominant share of digital time represented by mobile globally highlights the need for measurement that captures all forms of activity on these devices," said Will Hodgman, executive vice president of international at comScore. "This report underlines the importance of demographics, app consumption and country-specific behavioural trends that publishers, advertisers and agencies need to effectively evaluate mobile audiences in a cross-platform world. We're excited to expand this precise mobile measurement to even more markets throughout 2017."

The report, based on data from comScore's mobile and multi-platform suite of solutions, covers key mobile trends including app usage, demographics and multi-platform access across categories such as Social Media, Dating, Retail, Banking and Travel, amongst others.

Key insights revealed in 'Mobile's Hierarchy of Needs' include:

- | Mobile devices account for more than 60% of all digital minutes in all 9 markets, and as much as 91% in Indonesia.
- | Apps dominate time spent on smartphone and tablet devices, representing more than 80% of mobile minutes in all markets studied.
- | The share of consumers abandoning desktop altogether varies dramatically by geography - from just 7% in the UK, to 70% in Indonesia. Mobile-only audiences comprise users from all age demographics surprisingly evenly.
- | Social Media behaviours have shifted towards content. In Spain, sharing of links to websites grew 11% in 2016, compared to a -3% fall in posting personal statuses.
- | Mobile convenience has meant that audiences for high-value categories such as Banking and Travel have overcome security concerns to overtake desktop in many markets.
- | Top apps are dominated by large international players, but regional differences have an impact. Messaging apps such as WhatsApp, Facebook Messenger, WeChat, QQ Instant Messenger and Line account for nearly 1 in 7 minutes for some non-US markets, and led to a decline in standard SMS messaging.

To download the report, Mobile's Hierarchy of Needs, please visit www.comscore.com/mobile-hierarchy. To learn more about how comScore can help you succeed in a mobile-first world, please contact us at www.comscore.com/contact or visit www.comscore.com/mobile.

About comScore

comScore, Inc. is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behaviour everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behaviour at massive scale. This approach helps media companies monetise their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

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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 Mobile Metrix and the broader MMX 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 additional discussion of risk factors, please refer to comScore's 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 website (www.sec.gov).

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