



Flurry and comScore Announce Breakthrough Service for Mobile Application Audience Measurement

San Francisco and New York – January 4, 2010 – Flurry, Inc., a leader in mobile application analytics, and comScore, Inc., a leader in measuring the digital world, today announced a collaboration that significantly enhances mobile application audience measurement. The joint offering combines comScore mobile panel data with Flurry Analytics mobile application usage data to deliver publishers, agencies, marketers, advertisers, ad networks and OEMs deep insight into the consumption habits of application users on iPhone™, Android™ and Blackberry® devices. The service will be available through comScore and its authorized resellers in Q1 of 2010 as part of comScore's leading Mobile Media solutions.

The combination of Flurry and comScore data provides clients with significantly more accurate, insightful and comprehensive information about consumers and how they use mobile applications. Flurry Analytics adds powerful real-time consumption data, including frequency of use, length of use, user geographic location, new vs. repeat usage and Wi-Fi vs. carrier network usage, to comScore's existing audience measurement platform. This set of measurement tools enables marketers, advertisers and publishers to better understand mobile consumer behavior, mobile advertising, content merchandising and mobile device characteristics, allowing them to develop smarter mobile business strategies.

"Flurry is excited to provide comScore clients with key information about mobile application usage, enabling them to succeed on iPhone, Android and Blackberry--the world's fastest growing digital media platforms," said Sean Galligan, Flurry vice president of business development. "ComScore's demonstrated innovation in audience measurement and relationships with the world's largest digital media properties make them an ideal partner for Flurry."

Flurry collects mobile application data from approximately two out of every three iPhone and Android devices. Each month, the company aggregates application usage data from over 1 billion end-user sessions across more than 50 million unique handsets from more than 200 countries. Over 10,000 developers have chosen to integrate Flurry Analytics within their applications.

"We are thrilled to work with Flurry to bring this offering to the marketplace," said Brian Jurutka, comScore VP, Mobile. "By integrating Flurry's rich, real-time user behavior data with comScore's audience measurement platform, we can deliver more powerful insights to media publishers, advertisers and mobile application developers and the intelligence needed for effective strategic execution in the mobile environment. These new capabilities will help bring the robust reporting and accountability needed to support the continued growth and development of the mobile application ecosystem."

As major media, video game publishers and web services rush to establish a presence in the exploding mobile application market, the need to measure performance metrics has never been greater. According to a MobiLens report released in November by comScore, world-wide touch-screen device adoption grew by 159% from August 2008 to August 2009. The Apple iPhone ranked as the top touch-screen device, with 32.9 % of device users age 13 and older. In the U.S., during the same time period, total smart phone adoption grew by 63 %. Additionally, according to research released in October by Kevin Dulaney of Gartner Research, OEMs such as HTC, Samsung, Motorola, Dell and others are forecasted to ship more than 75 million handsets in 2012, overtaking iPhone in market share.

To learn more about the Flurry and comScore co-branded mobile audience measurement solution, please visit the [Flurry-comScore partner page](#). To learn more about Flurry Analytics, please visit www.flurry.com.

About Flurry Analytics

Flurry Analytics helps developers make better iPhone, Android, Blackberry and J2ME games and applications. The service is free, requires minimal integration and occupies a negligible amount of space in an application. Through analytics, developers can track consumer behavior and application performance to identify user needs, increase retention and grow revenue.

Following its recent merger announcement with Pinch Media, Flurry will track more than 80% of all consumers across iPhone, iPod Touch and Android devices, and become largest smart phone application analytics and monetization platform. Flurry is venture backed and will have offices in San Francisco and New York.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world. For more information, please visit www.comscore.com/companyinfo.

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