



March 31st, 2009

Dear Valued Client,

Late in 2008 some of our key publisher clients brought to our attention concerns regarding certain areas of our Canadian audience measurement service. Specifically: issues associated with measurement of the work audience; the reported decline in the 2-17 universe; and, reported audience estimates among the French Canadian population were cited. We take concerns expressed by our clients seriously and immediately began a review of the Canadian service with an eye to enhancing what is currently available.

Within thirty days of the initial correspondence, we presented this group with three initiatives that are now all underway.

These initiatives are:

- 1) Initiating a panel centric hybrid test in Canada that allows us to combine the merits of census-based measures with the power and demographic detail of panel-based measurement. Over 300 domains are now actively supplying census beacons and our progress continues. We have created a comScore Research Advisory Council made up of agencies and publishers to help guide us with this project and other service enhancements.
- 2) Stepping up recruitment initiatives targeted specifically to the Canadian population through the use of more local publishers and agency talent. Two such programs are initiated, and another is under consideration.
- 3) Fine tuning our weighting approach in Canada such that in-tab panelists are weighted by an age-within-language distribution. This approach is consistent with best practices in panel-based measurement of multiple language groups.

In addition, in the spirit of continuous improvement, two additional changes have been implemented to further augment our Canadian digital audience measurement service.

1. French Language Classification

comScore classifies panelists as French-Canadian based on the observed percentage of content they consume in the French language. We believe that empirical observation of the language of pages viewed is the best means for classifying the language preference of the panelist, and ultimately it is language usage that drives the consumption of content that is actually in French. The language identification



methodology is and always has been an area of ongoing research and development within comScore. For example, the release of Window Vista and its more stringent security features required that we respond with a revised page language classification technique; these efforts have led to the imminent roll out of improved language detection procedures. We expect to have implementation complete in Canada effective with the April 2009 data release. We expect these changes to have the effect of raising reach to many French properties, especially for those with high concentration of visitation in French Canada.

2. Stability of Online Universe Estimates

A second area where we see potential for improved measurement involves the estimation of our online universe estimates using third party enumeration surveys. Currently, the surveys that we use provide the online population estimates which are combined with census data from Statistics Canada in order to provide appropriate weights for our panel based audience estimates.

We are currently in the process of changing suppliers for the 2009 surveys and we believe that we can expand the use of these surveys by invoking even more local Canadian expertise. The effect of this added expertise will be higher quality audience estimates that will offer more precision in our French Canadian data and in other universe estimates such as 2-17.

Summary

comScore is committed to excellence in digital online measurement in Canada, and has recently invested heavily in methodology improvements, in the hiring of additional expertise, and in the establishment of Canada as the lead market in our commitment to higher quality internet measurement. We also hope to work with members of industry both through the comScore Research Advisory Council and elsewhere.

Should you have any questions or comments, please do not hesitate to contact me directly at bbernie@comscore.com or 416-646-9911.

Regards,

A handwritten signature in black ink, appearing to read 'Brent'.

Brent Lowe-Bernie

President - comScore Media Metrix Canada