

## comScore Reports April 2010 U.S. Mobile Subscriber Market Share

### Use of Downloaded Applications on Mobile Phones Posts Strong Gains versus Prior 3 Months

For the 3 month period ending in April, 234 million Americans age 13 and older were mobile subscribers.

#### Mobile Operator Market Share

In a ranking of the top mobile operators in the U.S. during the 3 month period ending in April, Verizon led the market with 31.1 percent of mobile subscribers. AT&T ranked second with 25.2 percent market share, up 0.2 percentage points from the period ending January 2010. Sprint narrowly grabbed the #3 position with 12.0 percent market share, closely trailed by T-Mobile (12.0 percent), while Tracfone gained 0.3 points to capture 5.1 percent of the market.

#### Top Mobile Operators

3 Month Avg. Ending Apr. 2010 vs. 3 Month Avg. Ending Jan. 2010

Total U.S. Age 13+

Source: comScore MobiLens

	Share (%) of Mobile Subscribers		
	Jan-10	Apr-10	Point Change
<i>Total Mobile Subscribers</i>	100.0%	100.0%	N/A
<b>Verizon</b>	<b>31.2%</b>	<b>31.1%</b>	<b>-0.1</b>
<b>AT&amp;T (Cingular)</b>	<b>25.0%</b>	<b>25.2%</b>	<b>0.2</b>
<b>Sprint</b>	<b>12.1%</b>	<b>12.0%</b>	<b>-0.1</b>
<b>T-Mobile</b>	<b>12.1%</b>	<b>12.0%</b>	<b>-0.1</b>
<b>Tracfone</b>	<b>4.8%</b>	<b>5.1%</b>	<b>0.3</b>

#### Mobile Content Usage

In an average month during the February through April 2010 time period, 64.6 percent of U.S. mobile subscribers used text messaging on their mobile device, up 1.1 percentage points versus the prior three month period, while browsers were used by 31.1 percent of U.S. mobile subscribers (up 2.5 percentage points). Subscribers who used downloaded applications comprised 29.8 percent of the mobile audience, representing a substantial increase of 3.1 percentage points over the prior three month period. Accessing of social networking sites and blogs also continued to grow, increasing 2.8 percentage points to 19.9 percent of mobile subscribers.

#### Mobile Content Usage

3 Month Avg. Ending Apr. 2010 vs. 3 Month Avg. Ending Jan. 2010

Total U.S. Age 13+

Source: comScore MobiLens

	Share (%) of Mobile Subscribers		
	Jan-10	Apr-10	Point Change
<i>Total Mobile Subscribers</i>	100.0%	100.0%	N/A
<b>Sent text message to another phone</b>	<b>63.5%</b>	<b>64.6%</b>	<b>1.1</b>
<b>Used browser</b>	<b>28.6%</b>	<b>31.1%</b>	<b>2.5</b>
<b>Used downloaded apps</b>	<b>26.7%</b>	<b>29.8%</b>	<b>3.1</b>
<b>Played games</b>	<b>21.7%</b>	<b>22.4%</b>	<b>0.7</b>
<b>Accessed social networking site or blog</b>	<b>17.1%</b>	<b>19.9%</b>	<b>2.8</b>
<b>Listen to music on mobile phone</b>	<b>12.8%</b>	<b>13.8%</b>	<b>1.0</b>

#### About comScore

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