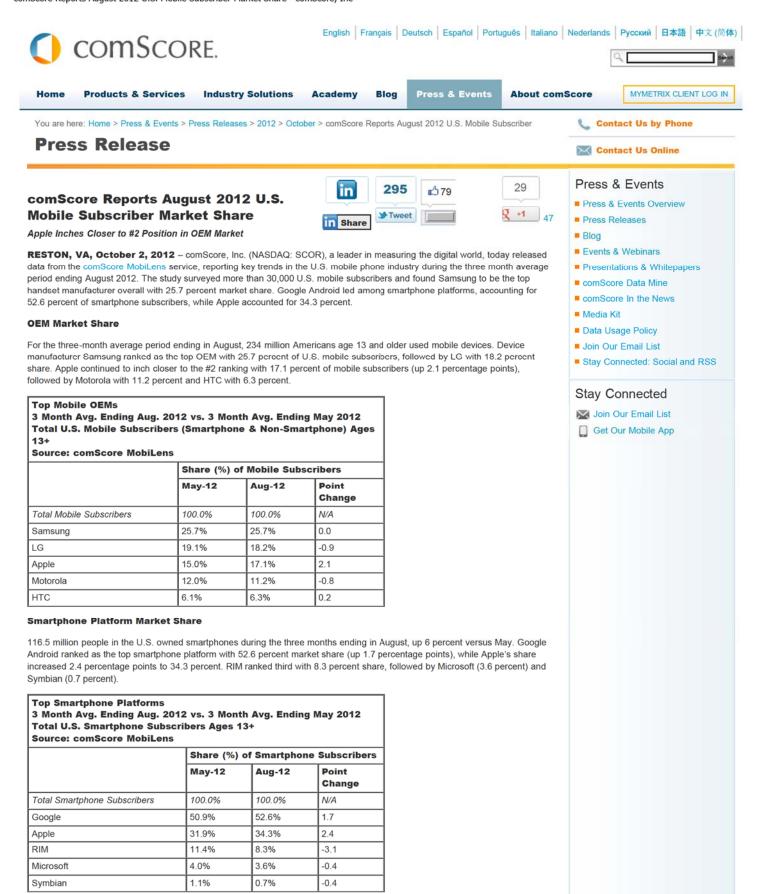
# **EXHIBIT 23**

comScore Reports August 2012 U.S. Mobile Subscriber Market Share - comScore, Inc



## Case5:11-cv-01846-LHK Document2065-11 Filed10/20/12 Page3 of 3

comScore Reports August 2012 U.S. Mobile Subscriber Market Share - comScore, Inc

#### **Mobile Content Usage**

In August, 75.6 percent of U.S. mobile subscribers used text messaging on their mobile device (up 0.8 percentage points). Downloaded applications were used by 53.4 percent of subscribers (up 2.3 percentage points), while browsers were used by 52 percent (up 2.2 percentage points). Accessing of social networking sites or blogs increased 1.6 percentage points to 38.3 percent of mobile subscribers. Game-playing was done by 34 percent of the mobile audience (up 0.5 percentage points), while 28.3 percent listened to music on their phones (up 1.3 percentage points).

**Mobile Content Usage** 3 Month Avg. Ending Aug. 2012 vs. 3 Month Avg. Ending May 2012 Total U.S. Mobile Subscribers (Smartphone & Non-Smartphone) Ages 13+

Source: comScore MobiLens

	Share (%) of Mobile Subscribers		
	May-12	Aug-12	Point Change
Total Mobile Subscribers	100.0%	100.0%	N/A
Sent text message to another phone	74.8%	75.6%	0.8
Used downloaded apps	51.1%	53.4%	2.3
Used browser	49.8%	52.0%	2.2
Accessed social networking site or blog	36.7%	38.3%	1.6
Played Games	33.5%	34.0%	0.5
Listened to music on mobile phone	27.0%	28.3%	1.3

#### About MobiLens

MobiLens data is derived from an intelligent online survey of a nationally representative sample of mobile subscribers age 13 and older. Data on mobile phone usage refers to a respondent's primary mobile phone and does not include data related to a respondent's secondary device.

#### About comScore

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

### Contact:

Stephanie Flosi Senior Marketing Communications Analyst comScore. Inc.

+1 312 777 8801 press@comscore.com



Forward to a Friend

COMSCORE. Privacy Policy | Contact Us | Careers | Investor Relations | Site Map | comScore Direct

© 2012 comScore, Inc.