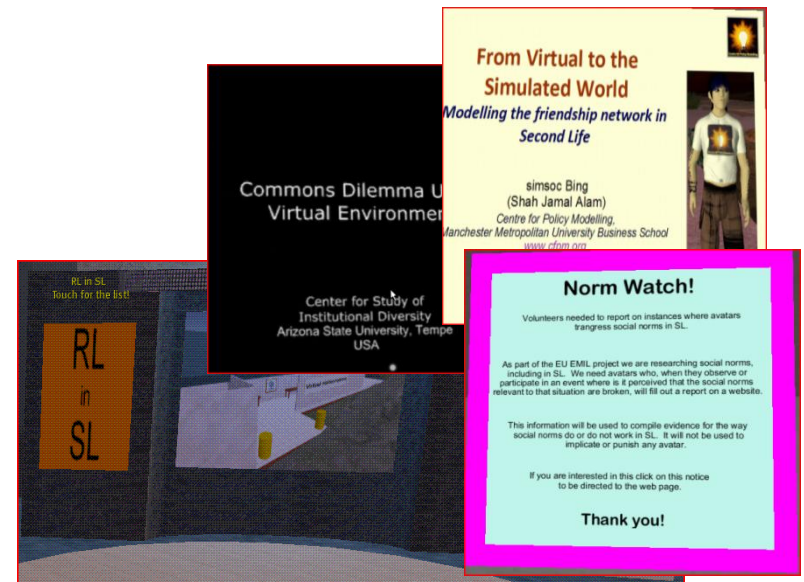


- comScore Gaming Solutions
- Edward R. Hunter
 - Lecturer, GDC, LOGIN, ION
 - DEV GM, DragonRealms, HeroesJourney
 - LSL, Object Sculptor, SecondLife
 - Epic Characters in 20 different Virtual Games



- Audience behavioral analysis for
 - Virtual world participants
 - MMO/MMOG players
 - Online Video Gamers





grind ur rep

- comScore passively observes the digital behaviors of 2 million consumers in 137 countries.
- We see:
 - Sites they visit
 - Searches
 - Streams
 - Game/Virtual World Interaction
 - eCommerce
- We can analyze the behaviors and we can survey



LFG

{Teaming Opportunities}

- comScore wishes to provide consumer behavioral analysis for insights into digital behaviors, lifestyle attributes, demographic compositions, attitudes and intents
- p0wned





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