

# comScore, InsightXplorer announce exclusive third-party alliance

TAIPEI, TAIWAN / RESTON, US: - comScore Inc and InsightXplorer have announced an exclusive third-party reseller alliance in the Taiwan market. This alliance will bring comScore's global digital measurement products and services to the Taiwan market, while leveraging InsightXplorer's local presence and expertise to better serve Taiwan as well as the Greater China market.



InsightXplorer is a leading Internet market research company in Taiwan. Founded in 2003, the company has been serving the industry for over 8 years in digital measurement and online survey research. With deep understanding of Internet audience behaviour in Taiwan, InsightXplorer brings extensive local insights to this rapidly growing digital market.

comScore is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. comScore provides syndicated and custom solutions in online audience measurement, e-commerce, advertising, search, video and mobile and offers dedicated analysts with digital marketing and vertical-specific industry expertise. Advertising agencies, publishers, marketers and financial analysts turn to comScore for the industry-leading solutions needed to craft successful digital, marketing, sales, product development and trading strategies.

## An 'important step forward'

"We are very excited about this relationship, which is an important step forward for the digital industry in Taiwan. This will enable both parties to provide trusted and globally relevant data and insights to advertisers, publishers and agencies across the digital landscape," said Xinyu Huang, comScore senior vice president of Greater China. "InsightXplorer's local expertise in the Taiwan market will also allow both parties to better serve clients with a wider range of digital media products and services."

"InsightXplorer is very pleased about working with comScore to bring digital measurement to advanced heights in the Taiwan market," said Jason Chiang, CEO of InsightXplorer. "Combining comScore's global influence and cutting-edge measurement technology with InsightXplorer's local knowledge and deep roots, we aim to bring highly reliable data and valuable insight to Taiwan's Internet industry. The soaring Internet penetration rate in Taiwan makes the Internet an important medium, and advertising on the Internet is vital. comScore's various ad measurement tools will help media agencies, publishers and ad networks plan and achieve maximum potential and track campaign effectiveness. Moreover, this alliance opens up a broad perspective with data from other Asia Pacific markets as well."

InsightXplorer's long-time clients are excited about this alliance. "comScore is one of our partners for audience measurement, having the largest footprint to report consumer metrics at both global and regional levels. They also bring an ability to respond swiftly to the changes in the dynamic online space. We are excited about this alliance between comScore and InsightXplorer in Taiwan and we see this helping take audience measurement in the country to the next level," says Francis Che, Yahoo! APAC senior director of Insights Strategy & Research.

Media agencies in Taiwan not only feel delighted about the alliance but also express their expectations and needs for an advanced digital measurement mechanism. "At Aegis Media, we have seen the impact of digital convergence on consumer behaviour and media consumption. Therefore, a trusted digital measurement agency with precise and integrated offers is more than important to us for solid and effective digital media planning," said Ann Yang, CEO of Aegis Media Taiwan. "We expect the alliance between InsightXplorer and comScore to bring digital measurement to the next level while benefiting the development of the local digital industry."

## About InsightXplorer

InsightXplorer Ltd. is a leader in digital measurement in Taiwan. Since 2003, InsightXplorer has been helping its clients understand, expand and maximise their online presence and profit by delivering quality data and insight. InsightXplorer is located in Taipei, Taiwan. For more information on InsightXplorer, please visit [www.insightxplorer.com](http://www.insightxplorer.com) or contact [marcom@insightxplorer.com](mailto:marcom@insightxplorer.com).

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