

**Re: Notice of Ex Parte Communication
GN Docket No. 09-51**

Dear Ms. Dortch:

On May 10, 2010, Gillian Heltai, Director of Research, comScore, Inc., a marketing research company that provides marketing data and services to many of the Internet's largest businesses, made a written presentation via email to Ellen Satterwhite, Policy Analyst, Omnibus Broadband Initiative, Federal Communications Commission. This written presentation confirmed and clarified an earlier written presentation via email to Peter Bowen, Director of Applications and Usage, Omnibus Broadband Initiative, Federal Communications Commission on March 2, 2010.

The following data point was presented by Ms. Heltai, in response to a question posed by Ms. Satterwhite:

Share of EMAIL minutes, by email provider, among the top four (Comcast, AT&T, Time Warner Cable, Verizon) ISPs:

- ISP-provided email = 5% of minutes
- Non-ISP email = 95% of minutes

Thus, Ms. Heltai noted that, of subscribers to the top four ISPs, of the total time spent online engaging with email content, just 5% of the time is spent with the consumer's ISP-based email (example: mail.comcast.net).

- Reach of ISP-provided email among top four ISP's email users = 11%.

Ms. Heltai noted that, of subscribers to the top four ISPs that use email, 11% accessed their ISP's email site.

Ms. Heltai provided further information on the methodology behind these data points. The data is from December 2009 and is based on the observed web usage behavior of comScore's behaviorally-tracked voluntary panel.

- comScore observes the ISP of each panelist based on a reverse-DNS lookup
- comScore observes the web visitation behavior of each panelist, capturing the URL down to the query-string level
- comScore classifies URLs into a dictionary, mapping pages to both company/brand and category. One of the categories that is reported is EMAIL.
- comScore works with publishers and ISPs to ensure that the dictionary is up-to-date and accurate. For this reason, the dictionary is called the Client-Focus Dictionary, as it incorporates both comScore analyst research/mapping and client input.

[Further information is contained within attached documents.](#)

Disclosure of this presentation has not been made by the presenter, by the next business day after the presentation, as required pursuant to 47 C.F.R. 1.1206(b). Disclosure herein in no way changes the presenter's obligations under 47 C.F.R. 1.1206(b).

Respectfully submitted,
Ellen Satterwhite
Policy Analyst
Omnibus Broadband Initiative, FCC