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Data Science Firm Optimus Choses comScore as Measurement Source for Consumer Overlays

comScore's Television and Digital Measurement Will Help Agency Create New Targeting Products

RESTON, Va., Oct. 24, 2017 /PRNewswire/ -- comScore today announced that data science firm Optimus will comprehensively match comScore's television ratings and digital measurement with Optimus' nationwide custom modeled audiences. Such matching will allow Optimus more in-depth political targeting on an individual basis across all marketing channels including TV and digital.



Optimus, which works with political campaigns and brands to help find key audiences and target media placement, has been a long-time user of comScore, having utilized comScore local television data to develop analytics for election races. With the expanded partnership, Optimus will now rely on comScore's television and digital footprint to match consumer profiles of individuals in homes to gain a full household audience measurement.

"With comScore's television data, we match our industry-leading consumer profiles and create custom models for our clients to use towards television buys," said Scott Tranter, Partner at Optimus. "By matching comScore's television and digital data with Optimus custom modeled audiences, we are able to target on a more individual basis across traditional and digital content."

"Optimus has been a close partner since comScore's early days in the political vertical," said comScore's Chief Revenue Officer Chris Wilson. "We look forward to continuing to work with Optimus in this expanded relationship to help them create new products that better define and target voters."

About comScore

comScore is a leading cross-platform measurement company that measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, comScore's data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and a global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, comScore's expectations as to the impact of Station View Essentials, TV Essentials and the broader family of digital products on the success of comScore's business. These statements involve risks and uncertainties that could cause our actual results to differ materially from expectations, including, but not limited to, comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (www.sec.gov).

Investors are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not intend or undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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