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comScore Signs TV Agreement with Cambridge Analytica

New Agreement Gives Cambridge Analytica comScore's Television Information to Achieve Better Television Buying for Political and Commercial Clients

RESTON, Va., Oct. 12, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today announced an agreement with Cambridge Analytica, which will use comScore's television information as a component of TV campaign strategies for political and commercial advertising clients.



With the new agreement, Cambridge Analytica will merge its behavioral psychology and data analytics platform with comScore's television measurement for media planning, buying and return on media investment research. comScore's Advanced Demographics will provide Cambridge Analytica with insights into which programs, stations and dayparts deliver the highest densities of the targeted audiences that the company's clients seek to influence.

By utilizing comScore's television service, Cambridge Analytica's clients will be able to send the right commercial messages, to the right people, in the right place at the right time, making TV advertising campaigns more efficient and effective.

"For years, the television industry used advertising targets that comprised demographics instead of actual product purchase or voter registration information because it was not available, resulting in wasted advertising dollars and imprecise ad targeting," said Cambridge Analytica's Head of TV, Ed DeNicola. "Our alliance with comScore takes television ad-targeting to a new level, which not only includes better targeting, but also messaging."

About Cambridge Analytica

Cambridge Analytica, the U.S. affiliate of SCL Group, is the market leader in the provision of data analytics and behavioral communications for political campaigns, issue groups and commercial enterprises. With cutting-edge technology, pioneering data science, and 25 years of experience in behavior change, CA provides advertisers with unparalleled insight into their audiences. More information can be found at: <https://cambridgeanalytica.org>.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely 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, our unmatched 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 global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

Cautionary Statement

This 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, but not limited to, expectations regarding the impact and benefits of impact of the partnership between comScore and Cambridge Analytica, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the reliability of comScore's data and the acceptance of comScore's methodologies by the industry, including by existing and prospective users. For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>). Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not 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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