

comScore Announces Global Integration with Flurry from Yahoo to Bring Independent Audience Measurement to Mobile App Publishers

Partnership Streamlines Mobile App Measurement to Help Mobile App Publishers Attract Ad Dollars

RESTON, Va., Feb. 19, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ : SCOR), a leader in measuring the digital world, today announced an integration with Flurry through Yahoo's [Flurry Pulse](#) solution, which will enable Flurry clients to streamline application tagging required for unified measurement in [comScore Mobile Metrix®](#) and [Media Metrix® Multi-Platform](#). Mobile app publishers around the globe using Flurry Pulse will be able to easily implement audience measurement across their mobile assets - including reach, frequency and duration - in order to better monetize their mobile apps and grow advertising revenue via trusted, independent comScore metrics.



"With mobile app engagement surging, publishers need an independent currency to quantify audiences and demonstrate value to media buyers, who are faced with a mounting number of media buying options," said Kelly Barrett, Vice President at comScore. "As consumers use an increasing number of screens each day, metrics that are comparable across platforms are more critical than ever. Our global partnership with Flurry from Yahoo aims to accelerate the growth of mobile ad dollars by making it easy for mobile app publishers to meet advertiser needs and monetize their content."

Over the last several years, comScore has introduced multiple mobile measurement offerings to help mobile reach its full potential. This includes the launches of [Media Metrix® Multi-Platform](#) in 2013, [validated Campaign Essentials™ Mobile](#) in 2014 and [Video Metrix® Multi-Platform](#) earlier this year, each of which provide independent measurement for media buyers and sellers to fairly transact.

To learn more about Flurry Pulse or to express interest in participating in the beta period, please visit: <http://developer.yahoo.com/flurry-pulse>. The beta period for this integration is expected to begin in the second quarter of 2015.

About Mobile Metrix

comScore Mobile Metrix® captures total mobile audience behavior on browsers and apps across smartphones and tablets. With Mobile Metrix, publishers can demonstrate the value of their mobile audiences to advertisers, while agencies and advertisers can strategically plan and buy digital advertising on mobile platforms to achieve their campaign objectives. To learn more, please visit: www.comscore.com/MobileMetrix.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

Cautionary Note Regarding Forward-Looking Statements

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 to comScore of the integration of comScore with Flurry from Yahoo tags, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

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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