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comScore Signs Local TV Ratings Contract with Capitol Broadcasting Company

WRAL-TV and WRAZ-TV in Raleigh-Durham, NC Adopt comScore's Local Television Ratings

RESTON, Va., Sept. 25, 2017 /PRNewswire/ -- comScore today announced it has signed a local TV ratings contract with Capitol Broadcasting Company for WRAL-TV (NBC) and WRAZ-TV (FOX) in Raleigh, NC.



Capitol Broadcasting, which has long been at the forefront of embracing new technology and methodologies that create new markets and drive growth, will utilize comScore's local television measurement system, including Advanced Automotive Demographic ratings, in the Raleigh-Durham-Fayetteville market. comScore's focus is to provide selling currency to demonstrate the value and relevance of comScore's audiences and inventory in delivering the actual consumers that advertisers and agencies are targeting, rather than just a simple 'body count' of age/gender metrics.

"We are excited to partner with comScore to utilize their ratings service for each of our television stations in Raleigh-Durham," said Steven D. Hammel, WRAL and WRAZ vice president and general manager. "We look forward to being able to provide comScore's demographic and ratings data to our agency and advertising partners."

"We are delighted to commence what we know will be a long and very productive partnership with Capitol Broadcasting and welcome them to the comScore family of clients," said Steve Walsh, comScore's executive vice president of local television.

About Capitol Broadcasting Company

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates [WRAL-TV](#), [WRAL Digital](#), [WRAZ-TV](#), [WRAZ Digital](#), [WRAL-FM](#), [WRAL-HD2](#), [WCMC-FM](#), [WCMC-HD1](#), [WDNC-AM](#), [WCMC-HD2](#), [WCMC-HD3](#), [WCLY-AM](#), [WCMC-HD4](#), [Microspace](#), [CBC New Media Group](#) and [Wolfpack Sports Properties](#) (a joint venture with Learfield) in Raleigh, NC; [WILM-TV](#), [WILT-LD](#) and [Sunrise Broadcasting](#) in Wilmington, NC; [The Durham Bulls Baseball Club](#), [Bull City Hospitality](#) and [Bull Durham Beer Co.](#), and the [American Underground](#) startup hub in Durham, NC; and real estate interests including the [American Tobacco Historic District](#) in Durham, NC, and [Rocky Mount Mills](#) in Rocky Mount, NC; and [Professional Builders Supply](#) (an equity partnership) in Morrisville, NC.

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 financial and operational effects of StationView Essentials and comScore's entire suite of advertising products. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's ability to project the financial impact of the partnership or 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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