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comScore to Bring Industry's First Combined GRP and Viewability Solution for Mobile Advertising to Canada

comScore First-Party Data and Mobile Data Partnerships to Enable Scalable Demographic Reporting in validated Campaign Essentials™ (vCE)

TORONTO, Sept. 10, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a global leader in digital media analytics, today announced its plans to make daily reporting of unduplicated audience and validation metrics available in validated Campaign Essentials™ (vCE) for Canadian campaigns. Canadian advertisers are already able to leverage vCE to measure ad viewability for mobile ad campaigns across smartphones and tablets. Soon, unduplicated audience delivery insights, such as validated reach, frequency and GRPs, will also be reported for mobile to enable a truly comprehensive measure of campaign performance. This demographic reporting is enabled through the use of our first party data sources as well as demographic data from partners, like Addictive Mobility--comScore's first mobile demographic data partner in Canada.



"With the rapid growth of mobile spend in Canada, it is imperative that we continue to advance the measurement of mobile campaigns," said Brent Bernie, president of comScore Canada. "We are excited about the progress we've made in enabling viewability reporting in mobile today, and we look forward to providing clients with a truly comprehensive measure of campaign performance with the addition of demographics and GRPs."

Mobile Measurement in vCE

Mobile measurement in vCE will provide both media buyers and sellers with:

- **Alignment of campaign metrics across platforms.** Enhancements to comScore's existing campaign measurement offering will bring mobile advertising into alignment with what is currently available for desktop display and video campaigns.
- **In-app and in-browser viewability measurement.** Viewability measurement is currently available on iOS and Android across smartphones and tablets, enabling buyers and sellers to compare the performance of desktop and mobile campaigns.
- **Daily, unduplicated audience metrics at scale.** The inclusion of validated reach, frequency and GRPs for mobile campaigns will allow for cross-media comparability. Demographic data from our first-party data sources as well as partners enable this scalable, granular reporting so clients can evaluate and optimize demographic delivery.

"Addictive Mobility is proud to be comScore's first Canadian mobile demographic data partner to help enhance the quality and scalability of demographic reporting in vCE," said Naveed Ahmad, CEO of Addictive Mobility. "We stand at the edge of a new digital age where mobile strategy must take centre stage. As brands and agencies strive to reach the right audience at the right time, in-app audience data from Addictive Mobility will serve to improve the advertising ecosystem and move the needle on targeting by allowing media buyers and sellers to properly assess mobile performance and earn the highest return on their advertising dollars."

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 from its Mobile Authorized Tagging Partners program, 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.

About Addictive Mobility:

Addictive Mobility is a Canadian based pure mobile in-app advertising technology company that is working with many of the Fortune 500 brands. The Company has focused on building a platform that not only delivers brand engagement, lift and awareness, but also provides transparency in the data and the deep insights required for clients to run successful mobile ad campaigns. Addictive Mobility's cutting edge mobile programmatic platform, proprietary optimization techniques, and global inventory analyzes millions of unique users on their mobile devices and reaches them through world class engaging and experiential creative. The Company has offices in Toronto, Vancouver, Boston, Dubai, and London and can be found on the web at addictivemobility.com.

Logo - <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>

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