

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
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|--|---------|----------|--|--|---|---|--|
| 1. Name and Address of Reporting Person* <u>ALGRANATI DAVID</u> | | | 2. Date of Event Requiring Statement (Month/Day/Year) 08/23/2022 | | 3. Issuer Name and Ticker or Trading Symbol <u>COMSCORE, INC. [SCOR]</u> | | |
| (Last) | (First) | (Middle) | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ <u>Chief Innovation Officer</u> | | | 5. If Amendment, Date of Original Filed (Month/Day/Year) | |
| C/O COMSCORE, INC. 11950 DEMOCRACY DRIVE, STE. 600 | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person | |
| (Street) | (City) | (State) | (Zip) | | | | |
| RESTON | VA | 20190 | | | | | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock | 194,078 | D | |

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|-----------------|---|--|--|---|
| | Date Exercisable | Expiration Date | | | | |
| Restricted Stock Units ⁽¹⁾ | (2) | (2) | Common Stock | 75,000 | 0.0 ⁽³⁾ | D |
| Restricted Stock Units ⁽⁴⁾ | (5) | (5) | Common Stock | 94,394 | 0.0 ⁽³⁾ | D |

Explanation of Responses:

- This performance-based restricted stock unit award was granted on 6/3/2019 pursuant to the terms of the comScore, Inc. 2018 Equity and Incentive Compensation Plan (the "Plan").
- This award is eligible to vest on annual measurement dates through the tenth anniversary of the date of grant, subject to the achievement of certain stock price goals set forth in the Performance Restricted Stock Units Award Agreement on or prior to each vesting date. The reporter may earn up to 100% of the number of performance-based restricted stock units granted, depending on the level of achievement.
- Each restricted stock unit represents a contingent right to receive one share of the Company's common stock.
- This restricted stock unit award was granted on 3/10/2021 pursuant to the terms of the Plan.
- 47,198 restricted stock units vested on 3/10/2022. The remaining 94,394 restricted stock units will vest in two equal annual installments beginning on 3/10/2023, subject to the reporter's continued employment with the Company through each vesting date.

Remarks:

Exhibit 24 - POA Algranati

/s/ Ashley Wright, Attorney-in-Fact 09/01/2022
** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Mary Margaret Curry and Ashley Wright as the undersigned's true and lawful attorney-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of comScore, Inc. (the "Company"), Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Forms 3, 4, or 5, complete and execute any amendment or amendments thereto, and timely file such forms with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

(3) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorney-in-fact, in serving in such capacity at the request of the undersigned, is not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4, and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorney-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of August 25, 2022.

Signature [Handwritten Signature]
Print Name David Algranati

County/City of Fairfax
Commonwealth/State of Virginia
The foregoing instrument was acknowledged before me this 25 day of Aug., 2022, by David Algranati (name of person seeking acknowledgement)
Notary Public Janet E. Overold
My Commission Expires: 7/31/2025



