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comScore Receives MRC Accreditation for Sophisticated Invalid Traffic (SIVT) Detection Capabilities

Company is First Measurement Provider to Gain Accreditation for SIVT Practices for Both Content and Campaign Measurement of Desktop and Mobile Web

RESTON, Va., Nov. 7, 2016 /PRNewswire/ -- [comScore](#) (NASDAQ: SCOR) today announced that the company has been granted accreditation by the Media Rating Council (MRC) for Sophisticated Invalid Traffic (SIVT*) detection and filtration of desktop and mobile web traffic. With this announcement, comScore becomes the first company to offer both content and campaign measurement leveraging MRC-accredited SIVT filtration, providing the market with consistent and filtered metrics for the planning, buying, selling, and evaluation of digital advertising.



comScore's SIVT detection methodology is applied across several of its products, including the validated Campaign Essentials™ (vCE®) Audience and Validation suites, Media Metrix and comScore Direct. This independent validation of comScore's SIVT detection and removal processes gives media buyers increased confidence that their ads have the opportunity to make an impact, and sellers are able to better highlight the true value of their inventory.

"Our research shows that 80 percent of global IVT is Sophisticated, making it essential that buyers and sellers employ advanced techniques to remove fraudulent data," said Dan Hess, executive vice president of products at comScore. "This needs to happen throughout the entire campaign process -- from planning through performance evaluation -- for an advertiser to measure true campaign lift and ROI. Detecting and filtering Sophisticated IVT is a key part of our commitment to help clients increase the value of their audiences and advertising, and we're thrilled that the MRC has accredited our solutions."

"We congratulate comScore for meeting the extremely rigorous requirements we have in place to earn MRC accreditation for Sophisticated Invalid Traffic detection and filtration of desktop and mobile web online traffic," said George W. Ivie, MRC's Executive Director and CEO. "comScore's accreditation for SIVT demonstrates its strong commitment to promoting a high quality environment for digital advertising, which ultimately provides the buyers and sellers of digital advertising with increased confidence."

The company's SIVT detection methodology joins the vCE® Audience and Ad Validation suites, Media Metrix™, and comScore Direct as MRC-accredited comScore offerings. You can view comScore's Third-Party Accreditation, Certification and Review Page to learn more about these accreditations: <http://www.comscore.com/About-comScore/Third-Party-Review>.

** The MRC's definition of Sophisticated IVT includes "traffic identified through advanced analytics, multipoint corroboration, human intervention—such as hijacked devices, ad tags, or creative; adware; malware; misappropriated content."*

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.

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