



May 5, 2015

## comScore Acquires Proximic to Bolster Pre-Bid Solutions for Buyers and Sellers

RESTON, Va., May 5, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR) today announced that it has acquired Proximic, a Menlo Park, CA-based analytics company that offers solutions focused on bringing transparency to digital advertising for both buyers and sellers. Technology used in Proximic's pre-bid solutions will power enhancements to brand safety and content categorization capabilities across comScore's products, including its Industry Trust offerings and its validated Campaign Essentials™ (vCE) and Media Metrix® Multi-Platform product suites. The Proximic team will be joining comScore as part of the acquisition.



Proximic offers several separate but complementary solutions for both ad buyers and sellers. Using Proximic's solutions, buyers can create customized targeting segments using contextual data, brand protection features, keywords, phrases or sentences to target and filter the inventory that is being bid on in real time. Sellers can normalize categorization and brand protection data across all of their web sites to meet their advertiser's targeting needs, pushing this data to their DMP for audience analysis. Sellers can also create their own programmatic packages across their inventory and share them directly with selected buyers. Proximic's solutions are currently integrated into several publishers and demand-side platforms (DSPs), including AppNexus.

"We are excited to welcome the Proximic team to comScore," said Mike Brown, Chief Technology Officer at comScore. "Proximic's solutions will help us create a higher quality environment where buyers are given better context and brand protection regarding what they are purchasing, and sellers are better able to receive fair value for their inventory. Integrating technology from Proximic's pre-bid solutions into select comScore product suites will bring benefits to the span of players in the ecosystem, providing greater transparency and enhanced data to clients to drive improved campaign performance."

"Being able to combine our global data services and solutions with comScore's deepens the capabilities we can now offer to our respective customers," said Rodney Mayers, President and CEO at Proximic. "As the programmatic industry matures and expands, it's important to have a trusted, truly neutral data solutions provider that advertisers and publishers can rely on to solve global and cross-media measurement challenges. We are thrilled to join comScore, and look forward to the great work our teams will do together."

### 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](http://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 from the acquisition of Proximic and its solutions, and the integration of Proximic technology and solutions into the Media Metrix and vCE family of products, 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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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-acquires-proxamic-to-bolster-pre-bid-solutions-for-buyers-and-sellers-300077447.html>

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