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## **comScore and Opera Mediaworks Receive Advertising Research Foundation's David Ogilvy Award**

### **Native mobile video advertising research recognized at ARF Re!Think 2016 Conference**

RESTON, Va., March 25, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) announced today that the company was awarded a David Ogilvy Award at [Advertising Research Foundation's](#) (The ARF) Re:Think 2016 conference. comScore and client, Opera Mediaworks, received a gold award in the mobile insights category for joint research entitled, "The Impact of Native Mobile Video Ads on Key Brand Metrics." The David Ogilvy Awards celebrate the critical role of findings that inspire great advertising.



"We're honored to receive this prestigious award along with Opera Mediaworks on this research topic that is of growing importance to the advertising industry," said Chris Desmul, senior manager at comScore. "With advertisers constantly pushing the frontier of digital advertising to create the most effective and engaging ad formats, it is critical to better understand the performance of newer formats like native video ads that are designed exclusively for mobile devices."

"In order to continue to invest in new ad formats and move the industry forward, advertisers need assurance that they are effective - and that is exactly what this research delivered: proof that auto-play video in native environments can have a major impact on brand metrics like favorability, purchase intent and likelihood to recommend," said Mike Owen, executive vice president of U.S. brand sales at Opera Mediaworks. "We are proud that our research was identified by The ARF as helping to establish the future of our industry."

The comScore and Opera Mediaworks research examined the value of mobile native advertising and evaluated a variety of mobile native ad campaigns using comScore Mobile Brand Survey Lift. With the rapid rise of short-form video on mobile - made popular by social platforms such as Snapchat and used frequently on publisher sites - there was a need to better understand this ad format's effectiveness. The study found that native mobile video advertising drove significant brand lift and outperformed comScore mobile norms across a variety of upper funnel and lower funnel branding metrics.

To learn more about "The Impact of Native Mobile Video Ads on Key Brand Metrics," read the [comScore blog post](#) and [Opera Mediaworks' press release](#).

#### **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](http://comscore.com).

#### **About Opera Mediaworks**

Opera Mediaworks is the first mobile ad platform for brands, delivering breakthrough marketing at scale. Our technology powers the biggest publishers in the world and enables marketers to provide the highest quality experiences to more people in more places when it matters most. Our exclusive Instant-Play™ HD video technology and award-winning rich media touches, engages and creates deep interaction with consumers in the most popular mobile apps and sites around the globe. We work with over 90% of the AdAge Top 100 advertisers and 18 of the top 25 global publishers. A fully-owned subsidiary of Opera, Opera Mediaworks is headquartered in San Mateo, California, with over 20 offices worldwide. To learn more, visit [operamediaworks.com](http://operamediaworks.com).

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