Cautionary Note Regarding Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of federal and state securities laws, including, without limitation, our expectations, forecasts, plans and opinions regarding our strategic plans; market opportunities; economic and industry trends; commercial agreements; product adoption and development initiatives; expected revenue performance, growth areas and adjusted EBITDA margin for 2024; expected long-term growth rates; and ongoing and planned expense reductions. These statements involve risks and uncertainties that could cause actual events to differ materially from expectations, including, but not limited to, changes in our business, customer relationships or product plans, external market conditions, and our ability to achieve our expected strategic, financial and operational plans. For additional discussion of risks and uncertainties that could cause actual results to differ from expectations, please refer to our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings we make from time to time with the U.S. Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (www.sec.gov).

Investors are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. Except as required by applicable law, Comscore does not intend or undertake, and expressly disclaims, any duty or obligation to publicly update or otherwise revise any forward-looking statements to reflect events, circumstances or new information after the date of this presentation, or to reflect the occurrence of unanticipated events.

This presentation contains information regarding adjusted EBITDA, adjusted EBITDA margin and FX adjusted EBITDA, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. Our use of these non-GAAP financial measures has limitations, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Please see the appendix to this presentation for further explanation and reconciliations of these non-GAAP financial measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin.
Modernizing Measurement For a Converged Media Ecosystem

- Consensus Choice for Big Data Television Measurement
- Leader in Digital Audience Measurement
- Cross-Platform Measurement Built for the Programmatic Ecosystem
2024 Q1 Progress

Continued Adj. EBITDA Execution
- Disciplined cost control
- Technology transformation continues

Q1 2024 Adj. EBITDA
- UP 55% VPY

Proximic Impressions Serviced Growth
- Proximic named "2024 Programmatic Power Player" by AdExchanger
- ID-Free solutions continue to resonate in-market
- Growth in Q1 (VPY) 75%+

Cross-Platform Adoption
- Adoption continued to accelerate
- Cross-platform campaign measurement with the speed and quality to enable the optimization of in-flight campaigns

Q1 Revenue Growth (VPY) Proximic & CCR
- 28%
Awarded Accreditation* For Both Local & National TV Measurement
*Excludes reporting of households overlayed with age/gender demographic breaks and households with demographic compositions.

Certified For National Currency As A Transactable Cross-Platform Solution

What this means
- Local & National Coverage: Accredited for all 210 U.S. local markets based on data received directly from devices.
- Trust & Transparency: Advertisers and publishers can have the highest level of confidence in our independently audited data.
2024 Q1 Performance

Revenue
- $86.8
  Down 5% VPY
- + Robust Proximic & CCR growth
- - Timing of platform integrations slowing ramp-up of new revenue

Adj. EBITDA
- $8.1
  Up 55% VPY
- + Cost discipline
- + Streamlining tech and product
- + Margin rate acceleration

Cross-Platform Progress & Improving Adj. EBITDA Margins
First Quarter 2024 Financials
2024 Q1 Revenue

Cross Platform Solutions down 9.7% year over year:
- Lower national TV revenue
- Movies revenue growth of 4.6%

Digital Ad Solutions down 1.5% year over year:
- Lower syndicated digital revenue
- Continued growth in Proximic and CCR - up 28.4%

Q1 2023: $91.6
Q1 2024: $86.8

-5.2% year-over-year
2024 Q1 Adjusted EBITDA

$5.2
5.7% margin
Q1 2023

$8.1
9.4% margin
Q1 2024

+55.1% year-over-year

- Disciplined cost execution - core operating expenses* down 4.5% year over year
- Accelerating operational transformation initiatives to drive future efficiencies
- Investing in areas with opportunity for growth

* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses.
Comscore Does Two Things

Content & Ad Measurement

Deliver Insights
New Solution Groups

**Content & Ad Measurement**

- **Measuring Audiences For Linear TV, Digital and Streaming**
  - Comscore TV™ – National & Local (Linear)
  - Media Metrix™ (MMX) (Digital)
  - Video Metrix™ (VMX) (Streaming)

- **Measuring Theatrical Box Office Receipts**
  - Box Office Essentials™ (BOE)

- **Measuring Advertising Reach**
  - Comscore Campaign Ratings™ (CCR) – cross-platform advertising measurement

- **Cross-Platform Targeting and Audience Enrichment**
  - Proximic™ by Comscore – activation & ID-free audience enrichment

**Research & Insight Solutions**

- **Providing Research Solutions and Products Tailored to Clients’ Specific Needs**
  - Competitive intelligence
  - Custom data-feeds
  - Survey
  - Consumer Brand Health™ (CBH) studies
  - Brand Survey Lift™ (BSL) studies

2023 Revenue: ~$310

2023 Revenue: ~$61
Content & Ad Measurement

Measuring audiences across content & ads for linear, digital, streaming, and box office

Sell-Side Use-Case
Enabling publishers and broadcasters to effectively articulate the value of their unique audiences to advertisers across platforms

Buy-Side Use-Case
Enabling advertisers to find and reach the audiences they need across platforms amid massive consumer & privacy changes

Measurement For Modern Media; Built For Programmatic
Research & Insight Solutions

Custom research and insights tailored to clients’ specific needs

**Sell-Side Use-Case**
Providing custom data feeds and research to publishers and broadcasters to help them communicate the unique value of their audiences to advertisers

**Buy-Side Use-Case**
Providing bespoke research, insights & data-feeds to advertisers to help them understand consumer behavior and measure outcomes. For ex. our recent Newfront collaboration with Kochava to measure outcomes

**Syndicated Measurement ~$61**

2023 Revenue

**EXPECTED LONG-TERM GROWTH RATE:**
Low Single Digit

**Research & Insight Solutions**

Insights & Outcomes Built Off Of Best-In-Class Data Assets
New Solution Groups  Q1 2024

Content & Ad Measurement

- Syndicated Audience: $64.6, -8% YOY
- Cross-Platform: $8.0, +28% YOY

Research & Insight Solutions

- Research & Insight Solutions: $14.2, -5% YOY

Transparency In Revenue Reporting Groups
Guidance
**Guidance**

**Revenue (in millions)**
- **2023**: $371
- **2024**: $375 - $390

**Adjusted EBITDA Margin**
- **2023**: 11.9%
- **2024**: 12-15%
## 2H 2024 Revenue Bridge

### 2H Expected Growth Drivers

| Syndicated Audience | • Churn improvement continues  
|                     | • ASP continues to grow as enhancements roll out  
|                     | • Enterprise deal renewals  
| Cross-Platform      | • Platform integration completion & usage scaling  
|                     | • Buy-side demand generation  
| Research & Insight Solutions | • Ramping up custom data-feed delivery  
|                     | • Measuring outcomes – collaboration with Kochava announced at NewFronts  
|                     | • Political ad spending accelerates  |
Thank you
Use Of Non-GAAP Financial Measures

To provide investors with additional information regarding our financial results, we are disclosing adjusted EBITDA, adjusted EBITDA margin and FX adjusted EBITDA, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. We believe that these measures provide useful information to investors and others in understanding and evaluating our operating results, as they permit our investors to view our core business performance using the same metrics that management uses to evaluate our performance. Nevertheless, our use of these measures has limitations as an analytical tool, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Instead, you should consider these measures alongside GAAP-based financial performance measures, net income (loss), net income (loss) margin, various cash flow metrics, and our other GAAP financial results. Set forth below are reconciliations of these non-GAAP measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin. These reconciliations should be carefully evaluated.

We do not provide GAAP net income (loss) and net income (loss) margin on a forward-looking basis because we are unable to predict with reasonable certainty our future stock-based compensation expense, fair value adjustments, variable interest expense, litigation and restructuring expense, and any unusual gains or losses without unreasonable effort. These items are uncertain, depend on various factors, and could be material to results computed in accordance with GAAP. For this reason, we are unable without unreasonable effort to provide a reconciliation of adjusted EBITDA or adjusted EBITDA margin to the most directly comparable GAAP measures, GAAP net income (loss) and net income (loss) margin, on a forward-looking basis.
Reconciliation of Non-GAAP Financial Measures

The following table presents a reconciliation of GAAP net loss and net loss margin to non-GAAP adjusted EBITDA, adjusted EBITDA margin and non-GAAP FX adjusted EBITDA for each of the periods identified:

<table>
<thead>
<tr>
<th>(In thousands)</th>
<th>Three Months Ended March 31, 2024 (Unaudited)</th>
<th>2023 (Unaudited)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAAP net loss</td>
<td>$ (1.05)</td>
<td>$ (0.67)</td>
</tr>
<tr>
<td>Depreciation</td>
<td>5,248</td>
<td>4,724</td>
</tr>
<tr>
<td>Income tax (benefit) provision</td>
<td>(157)</td>
<td>1,214</td>
</tr>
<tr>
<td>Amortization of intangible assets</td>
<td>891</td>
<td>2,811</td>
</tr>
<tr>
<td>Interest expense, net</td>
<td>572</td>
<td>352</td>
</tr>
<tr>
<td>Amortization expense of finance leases</td>
<td>644</td>
<td>429</td>
</tr>
<tr>
<td>EBITDA</td>
<td>6,054</td>
<td>859</td>
</tr>
<tr>
<td>Adjustments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>1,378</td>
<td>1,117</td>
</tr>
<tr>
<td>Restructuring</td>
<td>460</td>
<td>998</td>
</tr>
<tr>
<td>Amortization of cloud-computing implementation costs</td>
<td>362</td>
<td>359</td>
</tr>
<tr>
<td>Change in fair value of contingent consideration liability</td>
<td>89</td>
<td>96</td>
</tr>
<tr>
<td>Transformation costs (1)</td>
<td>75</td>
<td>—</td>
</tr>
<tr>
<td>Other (income) expense, net (2)</td>
<td>(256)</td>
<td>1,813</td>
</tr>
<tr>
<td>Non-GAAP adjusted EBITDA</td>
<td>8,132</td>
<td>5,244</td>
</tr>
<tr>
<td>Net loss margin (3)</td>
<td>(1.2)%</td>
<td>(9.5)%</td>
</tr>
<tr>
<td>Non-GAAP adjusted EBITDA margin (3)</td>
<td>9.4%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Adjustments:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Gain) loss from foreign currency transactions</td>
<td>(963)</td>
<td>1,466</td>
</tr>
<tr>
<td>Non-GAAP FX adjusted EBITDA</td>
<td>$ 7,169</td>
<td>$ 6,710</td>
</tr>
</tbody>
</table>

(1) Transformation costs represent expenses incurred prior to formal launch of identified strategic projects with anticipated long-term benefits to the company. These costs generally relate to third-party consulting and non-capitalizable technology costs tied directly to the identified projects. We added transformation costs as an adjustment to Q3 2023 for greater transparency around these costs and have applied the adjustment to prior periods for comparability.

(2) Adjustments to other (income) expense, net reflect non-cash changes in the fair value of warrants liability included in other income (expense), net on our Condensed Consolidated Statements of Operations and Comprehensive Loss.

(3) Net loss margin is calculated by dividing net loss by revenues reported on our Condensed Consolidated Statements of Operations and Comprehensive Loss for the applicable period.

(4) Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenues reported on our Condensed Consolidated Statements of Operations and Comprehensive Loss for the applicable period.
## Revenues

If we had evaluated revenue in 2023 based on our new solution groups, full-year revenues from our offerings of products and services would have been as follows:

<table>
<thead>
<tr>
<th></th>
<th>March 31, 2023</th>
<th>June 30, 2023</th>
<th>September 30, 2023</th>
<th>December 31, 2022</th>
<th>December 31, 2023</th>
<th>% of Total 2023 Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content &amp; Ad Measurement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Syndicated Audience (1)</td>
<td>$70,465</td>
<td>$69,139</td>
<td>$67,946</td>
<td>$68,550</td>
<td>$276,101</td>
<td>74.4%</td>
</tr>
<tr>
<td>Cross-Platform</td>
<td>6,245</td>
<td>8,208</td>
<td>7,664</td>
<td>11,686</td>
<td>33,803</td>
<td>9.1%</td>
</tr>
<tr>
<td><strong>Total Content &amp; Ad Measurement</strong></td>
<td>76,711</td>
<td>77,347</td>
<td>75,610</td>
<td>80,236</td>
<td>309,904</td>
<td>83.5%</td>
</tr>
<tr>
<td><strong>Research &amp; Insight Solutions</strong></td>
<td>14,847</td>
<td>16,337</td>
<td>15,390</td>
<td>14,863</td>
<td>61,439</td>
<td>16.5%</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td>$91,558</td>
<td>$93,684</td>
<td>$91,000</td>
<td>$95,101</td>
<td>$371,343</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

(1) Syndicated Audience revenue includes revenue from our movie business, which was $8.8 million in the first quarter, $8.8 million in the second quarter, $8.7 million in the third quarter, and $9.1 million in the fourth quarter of 2023.