



July 28, 2015

MRC Grants comScore Accreditation for Video Viewability Measurement

New partner integrations make comScore's video viewability reporting easily accessible

RESTON, Va., July 28, 2015 /PRNewswire/ -- [comScore, Inc.](#) (NASDAQ: SCOR), a global media measurement and analytics company, today announced that the Media Rating Council (MRC) granted the company accreditation for video viewability measurement in the Ad Validation suite of [Validated Campaign Essentials™ \(vCE\)](#). comScore video viewability measurement includes the removal of sophisticated invalid traffic (IVT) for video ad impressions, and expands on [the solution's existing accreditation](#) from the MRC for display ad viewability (which also removes sophisticated IVT), engagement, brand safety and geography.



In addition to this MRC accreditation, comScore has integrated its video viewability technology with a growing list of partners (integrations are not accredited by MRC) to make measurement easily accessible across a variety of publisher and technology providers. New partners include AOL, Brightcove, FreeWheel, Gannett, Innovid, Vindico and Videology.

"We are pleased to receive accreditation from the MRC for our video viewability measurement, as it underscores our continued commitment to transparency and alignment with industry standards," said Anne Hunter, Senior Vice President at comScore. "As video advertising becomes a larger portion of an advertiser's budget, being able to provide our clients with our video viewability solution that is integrated into the various tools they use every day is one of our top priorities."

"MRC is dedicated to securing audience measurement services that are valid, reliable and effective for the media industry," said George W. Ivie, Executive Director and CEO of the MRC. "The Viewable Ad Impression Measurement Guidelines are aimed at providing standards for the industry to follow to ensure quality measurements for display and digital video advertising. We congratulate comScore for meeting the rigorous standards necessary to earn MRC accreditation for its video advertising measurement solution."

Support from comScore Partners and Clients

"Continued investment in video measurement is vital for the industry to stay ahead of quality issues such as viewability and fraudulent traffic. AOL has worked with comScore for many years to drive meaningful innovation in that regard; collaborating on video viewability technology further cultivates a digital environment where advertisers are ensured a greater value of their media spend."

Amir Cory, VP Product, ONE by AOL: Video

"Viewability is an increasingly important metric that our customers want to offer their advertisers. We're pleased to be able to support comScore's leadership in providing this data from the Brightcove Player to vME."

Mike Green, VP, Marketing and Business Development, Media at Brightcove

"The convergence of digital video has greatly strengthened the need for independent metrics that can help advertisers better understand video ad performance. comScore's all-inclusive approach to viewability measurement will create greater trust in video, and the entire digital advertising ecosystem."

Carmela Fournier, Senior Relationship Director, FreeWheel

"As more and more of our clients are dedicating significant portions of their ad budgets to video, having third-party metrics available is of the utmost importance. We're pleased to be able to integrate comScore's video viewability measurement so we can provide our clients with the insights they want and need to meet their brand goals."

Tal Chalozin, CTO and Co-Founder, Innovid

"Many of our platform clients depend on validated Campaign Essentials (vCE) to ensure the effectiveness of every media dollar spent. Our ability to offer comScore's viewability measurement in conjunction with vCE allows us to provide a holistic measurement solution to our clients. We appreciate comScore's partnership and are excited to expand our offering of their products within our platform."

Quinn Sanders, Director, Product Solutions, Videology

About comScore

Founded in 1999 and headquartered in Reston, Virginia, comScore, Inc. (NASDAQ: SCOR) is a global media measurement and analytics company that makes audiences and advertising more valuable. We help media buyers and sellers understand and make decisions based on how consumers use different media, such as TV, video, mobile, desktop and more. Through its products and partnerships, comScore helps its more than 2,500 clients understand their audiences, know if their advertising is working, and access data where they want and need it. Please visit www.comscore.com to learn more.

comScore validated Campaign Essentials™

validated Campaign Essentials (vCE®) is an integrated solution for complete campaign delivery validation and in-flight optimization. Unlike existing single-point solutions, vCE provides an unduplicated accounting of impressions delivered across a variety of dimensions, such as in-target, in-view, in-geo, brand safe and free from invalid traffic (IVT). Used by media buyers and sellers, vCE enables decreased waste and increased campaign effectiveness.

Logo - <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/mrc-grants-comscore-accreditation-for-video-viewability-measurement-300119442.html>

SOURCE comScore, Inc.

News Provided by Acquire Media