



comScore and MediaBank Announce Initiative to Provide Ad Agencies With Integrated Media Planning Toolkit

--Integration Will Streamline Media Planning with Buying, Execution and Billing Processes

RESTON, Va., April 14, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today announced an initiative with MediaBank, a leading provider of technology solutions designed to help better manage the end-to-end media buying and analytics process, to integrate the companies' digital platforms in order to streamline the media planning and buying processes. The platform integration will enable media planners and buyers to more seamlessly navigate between the media planning and buying, execution and billing processes.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

"A common problem among digital media planners and buyers today is the lack of integration between vendor services used during various stages of the media planning and buying processes," said Linda Boland Abraham, comScore executive vice president. "An integration of comScore's and MediaBank's platforms will make the lives of the media buyer easier by directly linking these processes, mirroring the process that exists today in TV. We are excited to join forces with MediaBank for what we believe is the first step towards delivering greater value to media planners by integrating the disparate elements of the larger media buying process."

"We are pleased that our relationship with comScore will help to address the pervasive disconnect that currently occurs between the planning and buying processes of digital media," said Brad Keywell, co-founder of MediaBank. "The interoperability of MediaBank O|X and comScore Media Planner will improve visibility and enable smarter buying."

comScore Media Planner to Link to MediaBank O|X

The new partnership will link comScore Media Planner, a media planning platform that integrates several syndicated comScore data sources, with MediaBank O|X, a media procurement platform that facilitates the management of media buying lifecycle for print, digital/web/emerging media, out of home, spot/cable, network, direct response and production. In conjunction, the two services will enable media planners to move more easily between these two services so critical to the overall process of planning and buying online media.

"Media buying and planning across all media platforms will become increasingly transactional and sophisticated," said Jack Myers, well-known media industry luminary and consultant. "Integrated platforms that facilitate the connections between buyers and sellers will evolve, expand and play an essential role in the media economy of the future."

"The digital environment represents the future of media planning, but it will continue to take a backseat to TV until the end-to-end media planning process is as fluid as its traditional media counterparts," said Yaakov Kimelfeld, SVP, Director of Analytics at MediaVest. "This powerful new link between two industry-leading stakeholders will accomplish just that, further facilitating the flow of advertising dollars to this medium and fulfilling the promise of cross-platform integration."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

About MediaBank, LLC

Privately-held Chicago-based MediaBank, LLC is a leading provider of integrated procurement technology and advanced analytics to the advertising industry. For more information on MediaBank, visit: www.mbxg.com.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved