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## **comScore Partners with DEG: The Digital Entertainment Group for Their Digital Industry Reporting Service**

### **New Partnership Provides the Only Movie and Television Electronic Sell-Through and Transactional Internet Video on Demand Digital Reporting Service in North America**

RESTON, Va., Sept. 22, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today announced a partnership with The Digital Entertainment Group (DEG) for comScore's Digital Download Essentials Industry (DDEi) service in North America. The DDEi service, focused on efforts to further expand the market coverage of transactional movie and TV show measurement, is the leading source of industry on movie and television content accessed by the consumer via the internet.



The newly-dubbed DEG-DDEi service from comScore provides movie studios, television networks, distributors and other subscribers with title-level consumer transactional information from major studios, a growing number of broadcast and cable networks and leading independent distributors. The service will give subscribers the ability to compare the performance of their electronic sell-through (EST) and Internet Video on Demand (iVOD) content to the rest of the industry in order to independently make more informed decisions regarding the distribution of their own content, including windowing, merchandising, acquisitions, marketing and overall digital strategies.

The DEG-DDEi service also includes competitive set top box-based VOD activity from comScore's OnDemand Essentials service, allowing subscribers to access the full scope of paid digital market share and title performance in a single, powerful application.

"DEG is pleased to partner with comScore and provide the industry a comprehensive view of digital sales transactions for movie and television content," said DEG President, Amy Jo Smith. "DEG-DDEi is a robust reporting tool that delivers timely information on market activity to inform decision making in this rapidly growing segment of the home entertainment business."

#### **About DEG**

The DEG advocates and promotes entertainment platforms, products and distribution channels which support the movie, television, music, consumer electronics and IT industries. DEG membership is comprised of: Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, CenturyLink, Cinedigm Entertainment, Cognizant, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DreamWorks Animation, Giant Interactive, Giraffic Technologies, GfK Entertainment, Gibson Brands, Google Play, HBO Home Entertainment, Houghton Mifflin Harcourt, IHS, IMAX, Intel, Irdeto, Kaleidescape, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, Midnight Oil, MovieLabs, MQA, Music Watch Inc., My Eye Media, Neustar Media, Nielsen Entertainment, NPD Group, One+K, The Orchard, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Playster, PricewaterhouseCoopers, Random Media, Redbox, Rovi, Samsung Electronics, Screen Engine/ASI, ScreenPlay, SellThruCo, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Technicolor, TiVo, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, and Western Digital.

#### **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).

**Cautionary Statement**

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 of impact of the partnership between comScore and DEG, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the reliability of comScore's data and the acceptance of comScore's methodologies by the industry, including by existing and prospective users. 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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