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comScore Introduces First-Ever Syndicated Product to Combine TV and Digital Audience Metrics

Xmedia™ Provides a Total, Unduplicated View of the Consumer Across TV and Digital Media

RESTON, Va., Sept. 14, 2015 /PRNewswire/ -- [comScore, Inc.](http://www.comscore.com) (NASDAQ: SCOR), a global media measurement and analytics company, today announced that [Xmedia™](http://www.comscore.com/Xmedia) -- which provides a total view of the consumer by measuring content consumption across all digital platforms and TV in a single tool -- is now widely available in the U.S. This first-ever syndicated measurement solution allows users to create cross-media packages that combine properties from TV and digital to analyze unduplicated, incremental and overlapped audience reach and engagement across platforms.



Until now, TV and digital audience metrics have been available through separate measurement tools, posing an ongoing challenge for cable and broadcast networks, digital publishers, and advertisers and agencies that want to effectively account for the combined cross-platform reach and engagement associated with their content and campaigns. Now, for the first time, content owners can quantify their entire audience, and agencies and advertisers have access to the cross-platform metrics they need to plan and execute campaigns.

"TV measurement has grown more complex over the past decade as it became possible for people to view content on their own terms and on their own time. At the same time, digital media has rapidly expanded from the PC to mobile to an increasing number of connected devices in the home," said Serge Matta, CEO of comScore. "Putting these pieces together in a measurement system that accounts for all the ways content is consumed today is no small feat, and completely different rules of engagement are required. We're excited to be the first company to help the industry rewrite these rules by delivering what our clients have long been asking for: a comprehensive and granular cross-platform measurement system that combines TV and digital audiences."

comScore is also working with clients to deliver campaign performance metrics as a part of the Xmedia product suite that enable the planning, execution and optimization of cross-media content and campaigns.

For more information, please visit: <http://www.comscore.com/Xmedia>.

comScore Clients Support Xmedia

"A major challenge in cross-media measurement has been to demonstrate to advertisers how consumers view content across more than one device. Being able to understand the number of people who engage with our content on both TV and digital platforms opens up a whole new world of flexibility for us to sell targeted and custom media packages to a select audience that an advertiser wants to reach."

David F. Poltrack, Chief Research Officer, CBS Corporation and President, CBS VISION

"Since 2012, ESPN has worked with comScore to drive innovation in cross-media measurement through our investment in Project Blueprint. With this evolution from Blueprint to Xmedia, we are seeing cross-media measurement move from special project to standard practice, which was our goal from the outset. We have long seen the value of this measurement to fully quantify the value of ESPN's audience and are excited to see this solution become a reality for the industry."

Artie Bulgrin, SVP, Global Research and Analytics, ESPN

"The comscore Xmedia product is a huge step in the right direction for the measurement community. Hulu users watch our content in countless ways across all of our distribution partners and we must be able to measure all of it. We know that if you can't measure it, you can't sell it and we're glad to have a new tool to move in that direction."

Peter Naylor, SVP Sales, Hulu

"We don't see digital as a bonus audience anymore, as it is an integral part of how content is consumed today. However, we currently have an incomplete picture and are not getting credit for consumption that happens on non-linear platforms. comScore Xmedia now gives us this total representation of our audience, allowing us to fully understand and monetize the portion of our audience that has not previously been measured."

Tom Ziangas, SVP Research, AMC Networks

"A single solution offering that provides a combined view of TV and digital audience measurement is a monumental development for the industry in changing the way we analyze and plan across media. We've worked with comScore for several years to solve the cross-media measurement challenge and are pleased to see the official release of Xmedia as an important next step in meeting the need for a comprehensive view of cross media consumer behavior."

Jane Clarke, CEO and Managing Director, CIMM

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. comScore helps media buyers and sellers understand and make decisions based on what consumers do across all media platforms, including TV, video, mobile, desktop and more. Through its products and services, comScore helps its more than 2,500 clients understand their multi-platform audiences, know if their advertising is working, and access data where they want and need it. Please visit www.comscore.com to learn more.

About Xmedia™

Xmedia™ is the first ever syndicated product that breaks traditional measurement barriers to combine TV and digital audience metrics in a single tool. With Xmedia, clients can create media packages that combine properties from TV and digital media to analyze unduplicated, incremental or overlapped audience reach and engagement across platforms. Providing a total view of the consumer, Xmedia delivers measurement that matches the true way people consume content across TV and digital.

Cautionary Note Regarding Forward-Looking Statements

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 to comScore from XMedia and the broader Media Metrix family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

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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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-introduces-first-ever-syndicated-product-to-combine-tv-and-digital-audience-metrics-300142086.html>

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