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comScore Expands Relationship with Raycom TV

New Deal Adds Stations Across Five Markets

RESTON, Va., July 6, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today announced the expansion of its partnership with Raycom for comScore's local television viewing information across five new Raycom television markets. With this agreement, comScore now has 56 TV markets under contract with Raycom.



Amarillo, Texas; Boise, Idaho; Odessa-Midland, Texas; Waco-Temple-Bryan, Texas and Wichita Falls-Lawton, Texas will become the latest Raycom markets to utilize comScore as selling currency. Of the 56 markets, Raycom now has 33 markets that use comScore Local TV service as their exclusive source of television ratings information.

"Raycom was an early supporter of Rentrak, now comScore local TV, and we are very happy to continue the expansion of our partnership," said VP of Research at Raycom Billy McDowell. "comScore Local's television measurement services provide us with reliability, stability and helps target the television audiences advertisers need to generate increased sales and profitability."

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.

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 of impact of the partnership between comScore and Raycom TV, 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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