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comScore Announces U.S. Launch of Video Metrix® Multi-Platform to Measure Video Audiences Across Devices

First Syndicated Product to Provide a Single, Unduplicated Measure of Video Viewing Across Desktop, Smartphone, Tablet and OTT Devices

RESTON, Va., Jan. 20, 2015 /PRNewswire/ -- [comScore, Inc.](http://www.comscore.com) (NASDAQ: SCOR), a leader in measuring the digital world, today announced the U.S. launch of Video Metrix® Multi-Platform that will provide unduplicated desktop, smartphone, tablet and over-the-top (OTT) video audience measurement for content owners, agencies and advertisers. This evolution of comScore's leading digital video measurement product, Video Metrix®, will enable clients to sell, plan and buy digital video - at the video media property and show level - using TV-comparable metrics for both video content and advertising.



Video Metrix Multi-Platform uses the methodology and inputs from Media Metrix® Multi-Platform, Mobile Metrix® and Video Metrix to deliver a single, unduplicated metric for digital video audiences across all platforms for those who participate in measurement. Video Metrix Multi-Platform is part of comScore's [Total Video Initiative](#), which will ultimately account for all video viewing behavior across screens.

"As content continues to flow across an increasing number of screens, content owners and advertisers need a consistent, trusted way to transact in a platform-agnostic world," said Serge Matta, CEO of comScore. "The introduction of Video Metrix® Multi-Platform is another milestone in our long history of digital video measurement innovation. comScore was the first company to introduce an online video measurement product, Video Metrix, to the market in 2005, and we introduced separate measurements of digital video content and advertisements in 2010. Today, Video Metrix Multi-Platform will now help content owners and advertisers plan, measure and purchase digital video everywhere that it's viewed by consumers."

comScore Clients Support Video Metrix Multi-Platform

"With our many distribution platform partners, Hulu users create hundreds of ways to watch Hulu. Hulu has always followed our users wherever they go - we need the measurement community to follow them too. We're excited that comScore is making strides to lead us into the next generation of audience measurement and we are proud to be part of the momentum."

Peter Naylor, SVP Advertising Sales, Hulu

"With content flowing across screens, a new approach to video measurement was needed to better understand how and where video is being viewed - especially on OTT."

Eric Berger, EVP Digital Networks, Sony Pictures Television & GM Crackle

"The Video Metrix Multi-Platform Beta data has already offered us unique data insights into our mobile video engagement. It is great that comScore is leading the industry in this next stage of measurement and we are excited to continue working with this new product so that we are able to examine where our audience is engaging most with our content, no matter what device is being used."

Don Wilcox, VP of Marketing & Services, PBS Digital

For more information on comScore Video Metrix Multi-Platform, please visit: www.comscore.com/VideoMetrixMP. For more about comScore's Total Video Initiative, visit: <http://www.comscore.com/TotalVideo>.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please

visit www.comscore.com/companyinfo.

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 the 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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