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comScore Introduces New Media Metrix Data Exploration and Visualization Tool

MyMetrix Explore Gives Clients More Ways to Access, Analyze and Discover comScore Data

RESTON, Va., July 28, 2017 /PRNewswire/ -- comScore today introduced MyMetrix Explore, a new data exploration and visualization platform available for Media Metrix Multi-Platform (MMX MP). With this platform, clients around the globe can now create customized analyses, reports and visualizations based on their specific needs, using the same trusted data already available within MMX MP. This streamlined approach to accessing comScore data gives clients the ability to make smarter and faster decisions about their media, marketing and technology investments.

comSCORE.

"As our clients have become more sophisticated than ever in using data to drive their businesses, they asked us to create new tools to help them more efficiently analyze the metrics that matter," said Naresh Rekhi, vice president of product management at comScore. "That feedback led us to create MyMetrix Explore, which dramatically reduces the time and effort needed to visualize and understand market trends and opportunities."

MyMetrix Explore:

- **Gives clients the ability to create their own data universe.** Clients can define their own data exploration experience and create custom reports using multiple comScore rankings, demographics, trends, and more. These custom views can easily be saved in the system for quick access in the future.
- **Provides enhanced interaction and usability features.** Clients have even greater flexibility to change time and geography dimensions, add and move charts as needed, further explore specific data points to reveal device or demographic details, and more.
- **Offers cleaner, more streamlined visualizations.** After identifying the metrics that matter most, clients can begin building reports by adding, cloning, customizing, and arranging those visualizations according to their unique needs.

Get Started with MyMetrix Explore

MyMetrix Explore is available now to current MMX MP clients as part of their existing subscription plans.

To learn more about MMX MP, please contact us.

About comScore
comScore is a leading cross-platform measurement company that 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, comScore's 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 a global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

Cautionary Note Regarding Forward-Looking Statements
This press 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, without limitation, comScore's expectations as to the impact of MyMetrix Explore and the broader Media Metrix Multi-Platform family of products on the success of comScore's business. These statements involve risks and uncertainties that could cause our actual results to differ materially from expectations, including, but not limited to, comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's website (www.sec.gov).

Investors are cautioned not to place undue reliance on our forward-looking statements, which speak only as of the date such statements are made. comScore does not intend or 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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