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comScore, in Collaboration with CIMM, Unveils First Look at Cross-Media Measurement Data for 11 CIMM Member Companies

Cross-Media Measurement Service, Formerly Called Project Blueprint, Provides Continuous Unified Measurement of TV, Radio, Desktop, Smartphone and Tablet Usage

NEW YORK, April 22, 2015 /PRNewswire/ -- comScore, Inc. (NASDAQ : SCOR), in collaboration with the Coalition for Innovative Media Measurement (CIMM), today unveiled the first set of cross-media measurement data for 11 CIMM member companies through its cross-media measurement service. Participating broadcast and cable networks that received data include A&E Networks, CBS Corporation, Disney ABC Television Group, ESPN, Fox Networks, NBC Universal, Scripps Networks Interactive, Univision Communications Inc., and Viacom. Select data will also be presented this afternoon at CIMM's Fourth Annual Cross-Platform Media Measurement and Data Summit in New York City.



"We're proud to deliver this cross-media measurement data today to select CIMM member companies, getting us much closer to holistically and continuously measuring audiences and advertising in this always on, multi-screen world," said Manish Bhatia, Chief Revenue Officer at comScore. "What started as a developmental project first with CIMM in 2012, and then under ESPN's leadership in 2013, has paved the way for this service and, ultimately, the development of a syndicated product that measures media consumption across all screens. We look forward to working with CIMM, its member companies, and our clients to deliver additional solutions that will help the industry to solve one of today's toughest measurement challenges."

"It's a major industry milestone for comScore to deliver measurement of unduplicated reach for video, audio, and static/interactive content and ads across both linear and time-shifted TV, radio, computers, smartphones, and tablets," said Jane Clarke, CEO and managing director of CIMM. "CIMM is very pleased that the measurement has now been extended beyond the sports environment of ESPN to other forms of news and entertainment content."

"We're excited to be among the CIMM member companies receiving our first look at cross-media measurement data today," said Kate Arbit of Fox Networks. "As consumers continue to consume content on multiple screens all day, every day, this is the kind of holistic measurement service that's needed to help content owners learn and better understand where, when and how audiences are consuming that content. A cross-media measurement tool such as this one will enable our industry to reach our clients' target with better precision, and evolve with the changing media landscape."

"These new data represent a major step forward in cross-media measurement for the entire industry, and CIMM member companies are already benefitting from this first look," said David F. Poltrack, Chief Research Officer, CBS Corporation and President of CBS VISION. "Cross-platform consumption of content continues to grow, and so too does the need to help content owners understand how audiences are interacting with their content. Of particular importance is the inclusion of radio, a powerful, proven and pervasive medium that effectively builds reach on top of television and digital campaigns, in the cross-platform measurement process."

"Viacom's audiences follow our content across more platforms and screens than ever before, so we're pleased to see this comprehensive approach to cross-platform measurement moving forward through CIMM's Blueprint initiative," said Colleen Fahey Rush, Executive VP of Strategic Insights and Research for Viacom Media Networks.

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.

About CIMM

The Coalition for Innovative Media Measurement (CIMM) is comprised of leading video content providers, media agencies and advertisers that aim to promote innovation and foster efficiencies in audience measurement for television and cross-platform video. CIMM explores and identifies new methodologies in audience measurement and verifies these approaches through a series of pilot tests and studies conducted with independent measurement companies. CIMM's primary focus is on two key

areas: the current and future potential of television measurement through the use of return-path data, and new methods for cross-platform media measurement. www.cimm-us.org

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 of our cross-platform measurement services and our work together with CIMM, 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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