## FORM 4

**United States Securities and Exchange Commission**  
**Washington, D.C. 20549**

### Statement of Changes in Beneficial Ownership

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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1. Name and Address of Reporting Person
   - Qurate Retail, Inc.
   - 12300 Liberty Boulevard
   - Englewood, CO 80112

2. Issuer Name and Ticker or Trading Symbol
   - COMSCORE, INC. [SCOR]

3. Date of Earliest Transaction (Month/Day/Year)
   - 05/16/2023

4. If Amendment, Date of Original Filed (Month/Day/Year)
   - 

5. Relationship of Reporting Person(s) to Issuer
   - X Director
   - X 10% Owner

6. Individual or Joint/Group Filing (Check Applicable Line)
   - Form filed by One Reporting Person
   - Form filed by More than One Reporting Person

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### Rule 10b5-1(c) Transaction Indication

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

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### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Transaction Date (Month/Day/Year)</th>
<th>3. Transaction Code (Instr. 4)</th>
<th>5. Amount of Securities Beneficially Owned Following Transaction(s) (Instr. 3 and 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>05/16/2023</td>
<td>D</td>
<td>27,509,203</td>
</tr>
</tbody>
</table>

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### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Transaction Date (Month/Day/Year)</th>
<th>4. Transaction Code (Instr. 4)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed Of (D) (Instr. 3 and 4)</th>
<th>6. Date Exercisable and Expiration Date (Month/Day/Year)</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series B Convertible Preferred Stock</td>
<td>(1)</td>
<td>05/16/2023</td>
<td>D</td>
<td>27,509,203</td>
<td>(1)</td>
<td>Common Stock</td>
<td>$27,500,000</td>
<td>0</td>
<td>(2)</td>
<td>By wholly-owned subsidiary</td>
</tr>
</tbody>
</table>

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### Explanation of Responses:

1. Subject to certain anti-dilution adjustments and customary provisions related to partial dividend periods, the Series B Convertible Preferred Stock is convertible at the option of the holders at any time into a number of shares of Common Stock equal to the Conversion Rate (as defined in the Certificate of Designations for the Series B Convertible Preferred Stock), which was originally one-to-one, but was approximately 1.067 on the date hereof as a result of accrued but unpaid dividends. The Conversion Rate will continue to adjust to the extent there are accrued but unpaid dividends. Each holder of Series B Convertible Preferred Stock will receive shares of Common Stock equal to the Conversion Rate (as defined in the Certificate of Designations for the Series B Convertible Preferred Stock), which was originally one-to-one, but was approximately 1.067 on the date hereof as a result of accrued but unpaid dividends. The Conversion Rate will continue to adjust to the extent there are accrued but unpaid dividends.

2. The shares of Series B Convertible Preferred Stock that were previously reported as directly held by the Reporting Person are now held indirectly through a wholly-owned subsidiary.

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

*If the form is filed by more than one reporting person, see Instruction 4(b)(v).

**Signature of Reporting Person**

Date