

Second Quarter 2024



# Q2 2024 Earnings Call

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## Cautionary Note Regarding Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of federal and state securities laws, including, without limitation, our expectations, forecasts, plans and opinions regarding our strategic plans; economic and industry trends; product adoption, integration and development initiatives; product and technology investments; future revenue and adjusted EBITDA performance; growth drivers and opportunities; contract renewals; increases in market share; international expansion; financing plans; and ongoing and planned expense reductions. These statements involve risks and uncertainties that could cause actual events to differ materially from expectations, including, but not limited to, changes in our business, customer relationships or product plans, external market conditions, and our ability to achieve our expected strategic, financial and operational plans. For additional discussion of risks and uncertainties that could cause actual results to differ from expectations, please refer to our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings we make from time to time with the U.S. Securities and Exchange Commission (the "SEC"), which are available on the SEC's website ([www.sec.gov](http://www.sec.gov)).

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This presentation contains information regarding adjusted EBITDA, adjusted EBITDA margin and FX adjusted EBITDA, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. Our use of these non-GAAP financial measures has limitations, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Please see the appendix to this presentation for further explanation and reconciliations of these non-GAAP financial measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin.

# 2024 1H Performance

(in millions)

Revenue  
**\$173M**

-6.8% year-over-year

Adj. EBITDA  
**\$15M**

+6% year-over-year

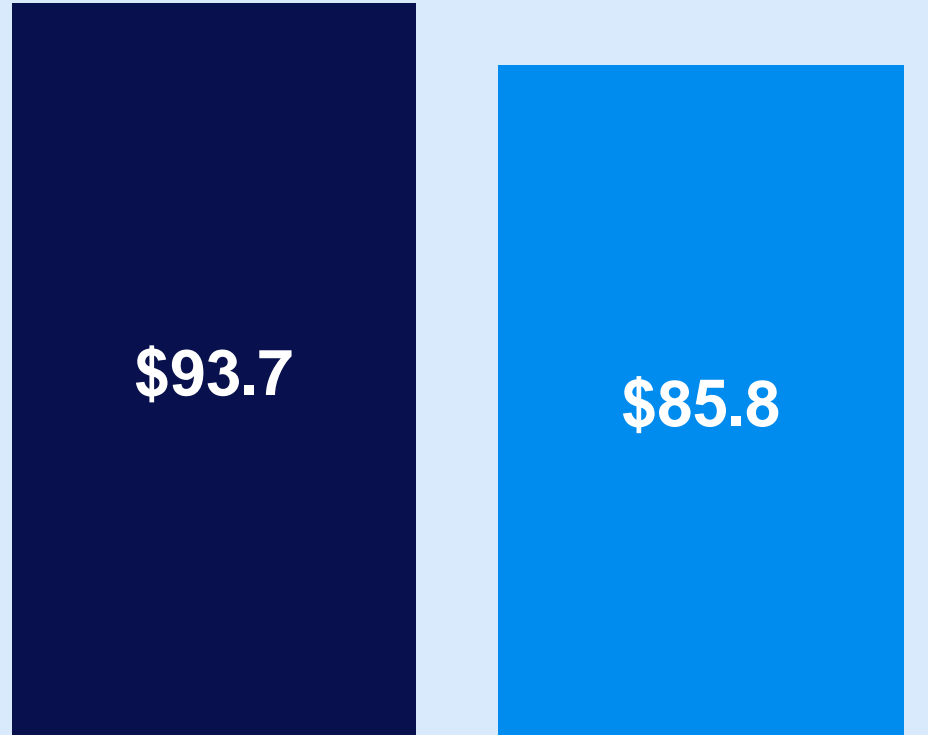
## First Half Themes:

- ✓ **Legacy Media Channels Remain Challenged**
- ✓ **Research & Insight Solutions Revenue Very Choppy Through 1H**
  - ... Down 5% in first quarter; Down 16% in 2<sup>nd</sup> quarter with pull back across legacy TV and Pharma clients
- ✓ **Double Digit Growth In Cross Platform, But CCR Scaling Slower Than Anticipated**
  - ... Q2 impact from Oracle Ad shutdown
  - ... Platform integrations and impression volume starting to scale, but revenue growth lags

# 2024 Q2 Revenue

(in millions)

↓ 8.4%  
year-over-year



Q2 2023

Q2 2024

- ✓ **Content & Ad Measurement Solutions down 6.7% VPY:**
  - ... Lower Syndicated Audience revenue from national TV and syndicated digital; Movies growth of 5.3%
  - ... Lower Cross-Platform revenue from pacing of CCR rollout, offset by growth in Proximic
- ✓ **Research & Insight Solutions down 16.5% VPY:**
  - ... Lower revenue from Custom Digital Solutions and Lift products

# 2024 Q2 Adjusted EBITDA

(in millions)

↓ 22.8%  
year-over-year



- ✓ Disciplined cost execution allowed us to maintain adjusted EBITDA margin with lower revenue
- ✓ Core operating expenses\* down 6.1% year over year
- ✓ Continuing to invest in areas that provide opportunities for growth
  - ... Streamlined user interface
  - ... Improving tech stack
  - ... Faster data
  - ... Increased interoperability through various integrations

\* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses

# 2024 Q3 & FY Guidance

(in millions)

**Full-Year  
Revenue**  
**\$350-\$360**

**Q3  
Revenue**  
↓ **4-6%**

## Second Half Expectations:

- **Legacy Media Channels Remain Challenged**
  - ... Syndicated Digital down mid-single digits
  - ... Syndicated TV down double digits
- **Custom Forecast Built to be Conservative**
- + **Cross Platform up ~30% 2H; Momentum Building**
  - ... Activation scaling (Impressions up 59%YTD\*)
  - ... 30+ Brands onboarding CCR
- + **Momentum with Major Platform Integrations**

Full Year Revenue Down 3-6% | Adj. EBITDA Margin 10%+

# Balance Sheet **Progress**

## **Paid down \$6M of credit facility**

- ▶ \$10M outstanding
- ▶ Evaluating financing options

## **Paid ~\$12M towards restructuring obligations**

- ▶ Restructuring plan largely complete

## **Settled \$33M in accrued dividends via preferred shares**

- ▶ Effective conversion price @ \$49.44
- ▶ Reduced special dividend threshold – now \$47M

## **Paid nearly all Shareablee contingent consideration**

- ▶ Final anniversary payment due Dec 2024 - \$1.2M

**Shifting Cash Flow Focus to Driving Growth**

# Looking Forward – Return to Growth

	1H 2024	FY 2024	2025	2025 and Beyond
<b>Syndicated Audience</b>	(8%)	(6-7%)	Flat to down low single digits	<ul style="list-style-type: none"> <li>• Churn improvement</li> <li>• Fully anniversary key 2023 renewals by EOY 2024</li> <li>• Movies steady, low-mid single digit growth</li> </ul>
<b>Cross-Platform</b>	11%	25-27%	30%+	<ul style="list-style-type: none"> <li>• Introduction of comprehensive cross-platform YouTube audience measurement for desktop, mobile and CTV</li> <li>• Integration of Comscore Campaign Ratings into The Trade Desk platform is complete</li> <li>• Proximic preferred status with major hold co groups</li> </ul>
<b>Research &amp; Insight Solutions</b>	(11%)	(7-12%)	Flat	<ul style="list-style-type: none"> <li>• Ramping up custom data-feed delivery</li> <li>• AI search measurement</li> <li>• International CTV expansion – incubator fueling future cross-platform growth</li> </ul>



# Momentum for 2025



## Keys to Turnaround Acceleration

### Cross-Platform Ad Measurement

- Brands leaning in – ex. 5 of top 10 auto brands
- Agencies engaging in new long-term negotiations
- New Platform integration pipelines continue

### Proximic

- Significant opportunity born out of Oracle announcement – expected to drive increases in market share & move price from wholesale to retail
- Proprietary, privacy-centric audience capabilities fueling growth for key segments (Legal Drinking Age, Health/Pharma, etc.)

### Syndicated Value

- Delivering new capabilities, leveraging Comscore comprehensive data sets
  - AI search measurement
  - Omnichannel content measurement for planning
  - The new Comscore Watch Report to provide insights into ad exposure time by platform – broadcast, cable & streaming

First Quarter 2024



# Thank you

# Use of Non-GAAP Financial Measures

To provide investors with additional information regarding our financial results, we are disclosing adjusted EBITDA, adjusted EBITDA margin and FX adjusted EBITDA, which are non-GAAP financial measures used by our management to understand and evaluate our core operating performance and trends. We believe that these measures provide useful information to investors and others in understanding and evaluating our operating results, as they permit our investors to view our core business performance using the same metrics that management uses to evaluate our performance. Nevertheless, our use of these measures has limitations as an analytical tool, and investors should not consider these measures in isolation or as a substitute for analysis of our results as reported under GAAP. Instead, you should consider these measures alongside GAAP-based financial performance measures, net income (loss), net income (loss) margin, various cash flow metrics, and our other GAAP financial results. Set forth below are reconciliations of these non-GAAP measures to their most directly comparable GAAP financial measures, net income (loss) and net income (loss) margin. These reconciliations should be carefully evaluated.

We do not provide GAAP net income (loss) and net income (loss) margin on a forward-looking basis because we are unable to predict with reasonable certainty our future stock-based compensation expense, fair value adjustments, variable interest expense, litigation and restructuring expense, and any unusual gains or losses without unreasonable effort. These items are uncertain, depend on various factors, and could be material to results computed in accordance with GAAP. For this reason, we are unable without unreasonable effort to provide a reconciliation of adjusted EBITDA or adjusted EBITDA margin to the most directly comparable GAAP measures, GAAP net income (loss) and net income (loss) margin, on a forward-looking basis.

# Second Quarter Adjusted EBITDA Reconciliation

## Reconciliation of Non-GAAP Financial Measures

The following table presents a reconciliation of GAAP net loss and net loss margin to non-GAAP adjusted EBITDA, adjusted EBITDA margin and non-GAAP FX adjusted EBITDA for each of the periods identified:

(In thousands)	Three Months Ended June 30,		Six Months Ended June 30,	
	2024 (Unaudited)	2023 (Unaudited)	2024 (Unaudited)	2023 (Unaudited)
GAAP net loss	\$ (1,708)	\$ (44,909)	\$ (2,762)	\$ (53,580)
Depreciation	5,409	4,869	10,657	9,593
Amortization expense of finance leases	1,012	420	1,656	849
Amortization of intangible assets	800	801	1,601	3,612
Interest expense, net	444	363	1,016	715
Income tax benefit	(536)	(1,392)	(693)	(178)
EBITDA	5,421	(39,848)	11,475	(38,989)
Adjustments:				
Stock-based compensation expense	1,011	1,661	2,389	2,778
Restructuring	493	4,104	953	5,102
Amortization of cloud-computing implementation costs	362	359	724	718
Transformation costs <sup>(1)</sup>	—	100	75	100
Impairment of goodwill	—	44,100	—	44,100
Change in fair value of contingent consideration liability	—	59	89	155
Other (income) expense, net <sup>(2)</sup>	(377)	(1,588)	(663)	227
Non-GAAP adjusted EBITDA	\$ 6,910	\$ 8,947	\$ 15,042	\$ 14,191
Net loss margin <sup>(3)</sup>	(2.0)%	(47.9)%	(1.6)%	(28.9)%
Non-GAAP adjusted EBITDA margin <sup>(4)</sup>	8.1 %	9.6 %	8.7 %	7.7 %
Adjustments:				
Loss (gain) from foreign currency transactions	248	168	(715)	1,634
Non-GAAP FX adjusted EBITDA	\$ 7,158	\$ 9,115	\$ 14,327	\$ 15,825

<sup>(1)</sup> Transformation costs represent expenses incurred prior to formal launch of identified strategic projects with anticipated long-term benefits to the company. These costs generally relate to third-party consulting and non-capitalizable technology costs tied directly to the identified projects. We added transformation costs as an adjustment in Q3 2023 for greater transparency around these costs and have applied the adjustment to prior periods for comparison.

<sup>(2)</sup> Adjustments to other (income) expense, net reflect non-cash changes in the fair value of warrants liability included in other income (expense), net on our Condensed Consolidated Statements of Operations and Comprehensive Loss.

<sup>(3)</sup> Net loss margin is calculated by dividing net loss by revenues reported on our Condensed Consolidated Statements of Operations and Comprehensive Loss for the applicable period.

<sup>(4)</sup> Adjusted EBITDA margin is calculated by dividing adjusted EBITDA by revenues reported on our Condensed Consolidated Statements of Operations and Comprehensive Loss for the applicable period.