| SEC Form 4 |  |
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### FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Check this box if no longer subject to |
|--|
| Section 16. Form 4 or Form 5           |
| obligations may continue. See          |
| Instruction 1(b).                      |

### 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

| OMB APPRC               | VAL       |
|-------------------------|-----------|
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|--|------------------|-------|---|------------------|--|------------------------|--|--|--|--|
| 1. Name and Address of Reporting Person* |                  |       | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br>COMSCORE, INC. [SCOR] |                  | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable) |                        |  |  |  |  |
| Abraham Magid M                          |                  |       |   | X                | Director   | 10% Owner              |  |  |  |  |
| ,  |                  |       |   | <b>—</b> x       | Officer (give title below)   | Other (specify below)  |  |  |  |  |
| (Last)                                   | (First) (Middle) |       | 3. Date of Earliest Transaction (Month/Day/Year)                            |                  | ,  | ,                      |  |  |  |  |
| 11465 SUNSET HILLS ROAD                  |                  | AD    | 03/25/2008  |                  | President and CEO  |                        |  |  |  |  |
| SUITE 200                                |                  |       |   |                  |  |                        |  |  |  |  |
| (Street)                                 |                  |       | 4. If Amendment, Date of Original Filed (Month/Day/Year)                    | 6. Indi<br>Line) | vidual or Joint/Group Fil  | ling (Check Applicable |  |  |  |  |
| RESTON                                   | VA               | 20190 |   | X                | Form filed by One Re   | eporting Person        |  |  |  |  |
|  | ***              | 20130 |   |                  | Form filed by More th<br>Person  | han One Reporting      |  |  |  |  |
| (City)                                   | (State)          | (Zip) |   |                  |  |                        |  |  |  |  |

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

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction<br>Code (Instr. |   | 4. Securities<br>Disposed Of<br>5) |               |         | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|-----------------------------|---|------------------------------------|---------------|---------|---|---|---|
|                                 |  |   | Code                        | v | Amount                             | (A) or<br>(D) | Price   | Transaction(s)<br>(Instr. 3 and 4)  |   | (1150.4)  |
| Common Stock                    | 03/25/2008                                 |   | F                           |   | 8,050                              | D             | \$19.48 | 662,249   | D   |   |
| Common Stock                    | 03/25/2008                                 |   | F                           |   | 1,853                              | D             | \$19.48 | 27,070  | Ι   | By Wife   |
| Common Stock                    |  |   |                             |   |                                    |               |         | 581,876 <sup>(1)</sup>  | Ι   | By<br>Abraham<br>Family<br>Trust                                  |

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

(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | 5. Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3, 4<br>and 5) |     | 7. Title<br>Amour<br>Securi<br>Underl<br>Deriva<br>Securi<br>and 4) | nt of<br>ties<br>ying<br>tive<br>ty (Instr. 3 | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |  |
|---|---|--|---|------------------------------|---|---|-----|---|---|---|--|--|--|--|--|
|   |   |  |   | Code                         | v | (A)   | (D) | Date<br>Exercisable   | Expiration<br>Date                            | Title   | Amount<br>or<br>Number<br>of<br>Shares   |  |  |  |  |

Explanation of Responses:

1. Reporting person and spouse disclaim beneficial ownership of such shares except to the extent of their respective pecuniary interest.

Remarks:

/s/ Christiana L. Lin, Attorney 03/27/2008

\*\* Signature of Reporting Person Date

in Fact

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

 $^{\ast}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.