

# Investor Update

**Matt McLaughlin**

Chief Executive Officer

June 10, 2026



# 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 2026 focus areas; future financial performance, revenue drivers and growth opportunities (including with creators and AI measurement); investment areas and execution priorities; establishment of measurement standards and currency adoption; forecasted ad spend, addressable market sizes and potential growth areas; and the expected benefits of our recent recapitalization transaction, business divestiture, leadership changes and other planned actions. 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, addressable markets, and customer, partner and vendor relationships and contracts; external market conditions and competition; continued changes in ad spending or other macroeconomic factors; evolving trade policies and privacy and regulatory standards; product adoption rates; and our ability to achieve our expected strategic, financial and operational plans. For additional discussion of risk factors, please refer to our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that 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)).

Investors are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. Except as required by applicable law, Comscore does not intend or undertake, and expressly disclaims, any duty or obligation to publicly update or otherwise revise any forward-looking statements to reflect events, circumstances or new information after the date of this presentation, or to reflect the occurrence of unanticipated events.





# 2026 Progress



# Comprehensive Data Foundation

## Comscore Proprietary Intelligence

Device Graph

Demographics

Local Market Definitions

Methodology

Ad Metadata

Content Dictionary

Behavioral Insights



**232M+**

Desktop Screens



**244M+**

Phones/ Tablets



**198M+**

Connected TV Screens



**68M+**

Linear TV Screens



**1.5M**

Digital Panelists



# Progress: Simplified Capital Structure

Recapitalization of Preferred Shareholders



**Eliminated \$18M in annual dividends**

Divestiture of Movies Business



**Paid off ~\$40M in debt obligations, freeing up approx. \$7M in cash flow**

May / June Leadership Transition



**Enhanced focus on execution**

Financial & Data Foundation Established – Focus Shifts to Execution



 COMSCORE

# Mission & Plan



OUR MISSION:

Setting the **Standard** for

# Modern **Measurement**

Channel-Level Precision & Cross-Channel Intelligence  
Delivering Value Across The Modern Media Ecosystem



Traditional TV



CTV



Digital



Social



# Omnichannel Differentiation

Forecasted US Advertising Spend 2028\*: **\$300B**

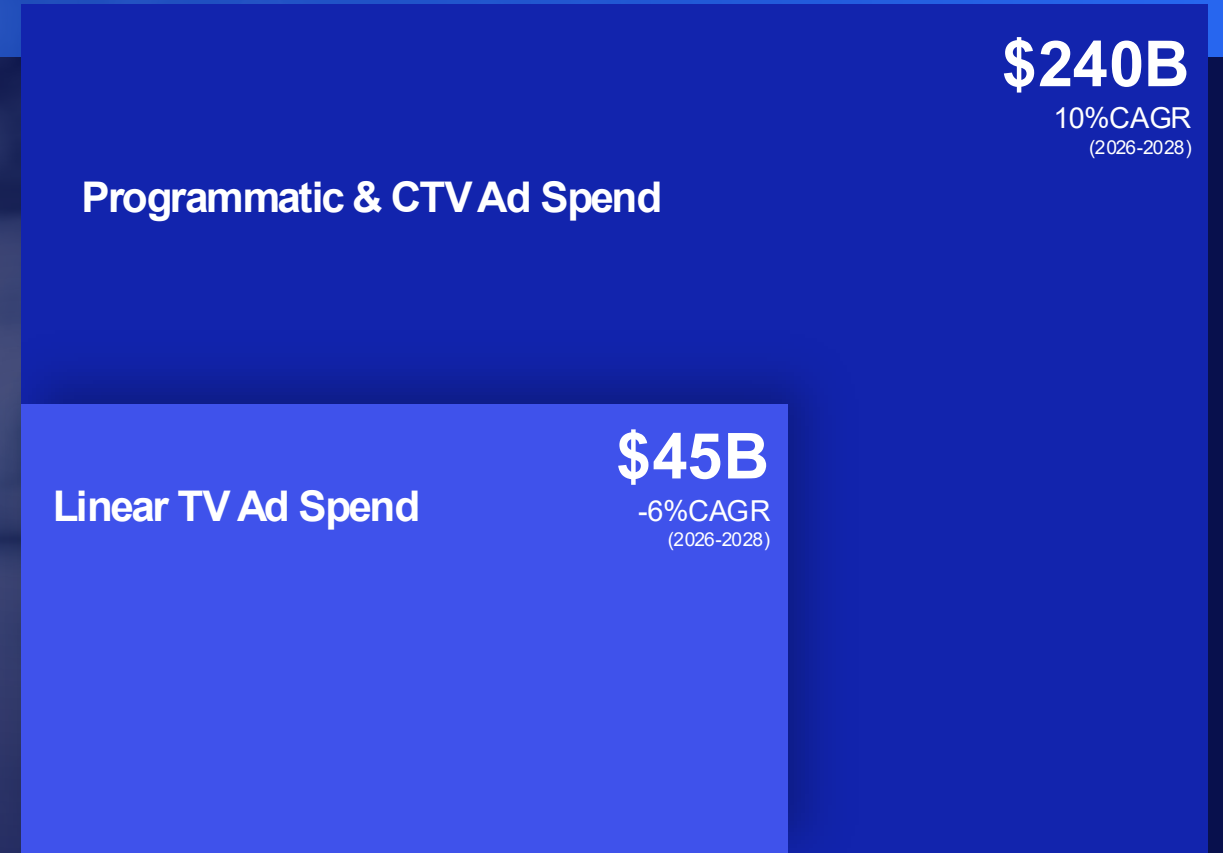
▶ **Evolving distribution of ad \$'s requires:**

▶ **Established channel expertise**

- ▶ Linear
- ▶ Open Web Digital

▶ **Emerging channel innovation**

- ▶ CTV
- ▶ Programmatic
- ▶ Social



\*Projected spend & growth, eMarketer

Differentiated Offerings Across Established & Emerging Channels – Addressing \$300B in US Ad Spend



# Syndicated Audience

**Linear TV Measurement**

**Digital Display &  
Video Measurement**

## Delivering Value

- Building on local sell-side progress
- Driving buy-side currency adoption in local
- Digital as the doorway to audience behavior & intent signals

**Mature Businesses** Serving Established Markets

# Cross-Platform

**Proximic**

**Cross-Platform Campaign Results  
(CCR)**

**Comscore Content Measurement  
(CCM)**

## Delivering Value

- Leveraging our omnichannel data at the point of activation with Proximic
- Measuring campaigns across platforms – letting advertisers evaluate campaign efficacy with CCR
- Delivering holistic views of audiences to facilitate planning with CCM

# Research & Insight Solutions

**Bespoke solutions leveraging expansive data footprint to solve some of the most challenging data problems in media & advertising**

## Delivering Value

- Large scale data solutions focused on largest platform clients
- Industry-specific insights into consumer intent & behavior
- Custom lift studies to quantify campaign impact



 COMSCORE

# Looking Ahead



# 2026 Focus

## Drive performance across key segments

Delivering financial performance across Syndicated Audience and Research & Insights, and growth via Cross-Platform

## Portfolio optimization

Narrowing our focus to deliver on the largest opportunities that can drive value for clients and revenue for Comscore

## Investing for what's next

Capitalizing on data footprint advantages to establish the standard for emerging areas – measuring creators & delivering AI-informed programmatic audiences

 COMSCORE

# Creators



# The Creator Market is Large, Legitimate & Growing

The Creator Ad Market

3 Top US Creators\*\* | March 2026

**\$15B**

Ad Revenue by 2028\*

↗ 11% CAGR

MASSIVE ENGAGEMENT

**1.1B**

Minutes Viewed

MASSIVE AUDIENCE

**25M+**

Americans Reached

NOT JUST GEN-Z

**47%**

Age 35+

\*Projected growth from 2026–2028, eMarketer

\*\*Comscore Video-Matrix, March 2026

Creator Media Has Scale, but Lacks Measurement & Planning To Attract Primary Ad Budgets



# Turning Creators Into **Plannable Media**

Creators have scale - measurement makes them part of the planning mix

## Today

Creator content has scale, but investment slowed by measurement differences – currently sit outside standard planning workflows

## With Comscore

Creator-level measurement aligned to premium video standards – making it easier to see the incremental audiences that creators deliver

## Strategic Implication

Enables creators to compete for video ad spend – delivering on the value of their audiences

Leading  
Streaming Service

+

**UPROXX**

**91% Unique**

Combined Audience

**32M**

Additional Users

**178%**

Incremental Uplift

**2.79x**

Reach Lift

Leading  
Sports Network

+

**UPROXX**

**75% Unique**

Combined Audience

**26M**

Additional Users

**173%**

Incremental Uplift

**2.73x**

Reach Lift

Leading  
Music Service

+

**UPROXX**

**53% Unique**

Combined Audience

**17M**

Additional Users

**69%**

Incremental Uplift

**1.69x**

Reach Lift

- UPROXX can demonstrate their unique audience to advertisers
- Advertisers evaluate creator content alongside the rest of their media plan
- Creator content evaluated alongside the rest of the media ecosystem enables more effective advertising

\*Sources: Comscore Video-Matrix & Comscore Content Measurement, Feb. 2026

Creators Meaningfully Extend Reach and Efficiency When Layered Into Premium Video Ecosystems



# The Creator Opportunity:

## The Opportunity

Multi-Billion Dollar Ad Market Projected to Outpace Overall Market Growth

## The Solution

Making Creator Audiences a Co-Equal Part of the Media Ecosystem

## Why Comscore

Unmatched Data Footprint Enables Creators and Advertisers to Identify Incremental Reach & Deliver More Efficient Outcomes

Placing Emerging Audiences In Context With the Full Media Ecosystem

 COMSCORE

AI



# AI Prompt Intelligence: Unlocking Intent Signals Hidden in AI Tools

AI as the New Frontier for Discovery & Intent Intelligence

I have a family of 4, 2 adults and 2 kids under 10 and want to buy an electric car – what's the best car for me to buy?



I want to get good at making a smoked brisket – what kind of smoker should I buy if I'm new to BBQ?

Files

Emails

Meetings



I want to go to Ireland on vacation with my family – 2 adults, a 15-year-old girl and an 18-year-old boy. We're flying into Dublin and will be there for 10 days – where should we go?



# Our Unique Data Advantage



## Panel-Based Behavioral Data

Measure AI influence using real opt-in behavioral panels



## Full AI Conversation Visibility

Capture prompt and response text across AI platforms

What are the 3 most important things to do when smoking a brisket for the first time?

- **Cook low and slow, around 225–250°F, and pull it by internal temperature (about 203°F) using a good thermometer rather than by time.** Learn to hold the temperature of your smoker in the 220°F range and keep it there until the internal meat temperature reads 203°F on your meat thermometer ([meatsmokinghq.com, flamingroosterbbq.com](https://meatsmokinghq.com/flamingroosterbbq.com)) Meat Smoking HQ
- **Buy a well-marbled Choice or Prime cut and trim it to about ¼ inch of fat for even cooking.** Trim off any excess fat from the brisket, leaving about ¼ inch of fat on the meat ([alikhaneats.com](https://alikhaneats.com)) Ali Khan Eats
- **Be patient: don't spritz for the first few hours, slice against the grain, and expect a few attempts before you nail it.** Don't mop or spritz for the first 3 or 4 hours of the cook ([meatsmokinghq.com, smokedmeatsunday.com](https://meatsmokinghq.com/smokedmeatsunday.com)) Meat Smoking HQ



## AI Signals Captured

Search & Prompt + Responses (Full Text) | Content Citations | Visit & Duration Data

## Intelligence Outputs

Intent Signals | AI Intent Informed Programmatic Audiences | Audience Insights | Citation Impact Analysis



# From Intent to Revenue

**1 Identify**  
High Value Behavior

**2 Create**  
AI-driven audiences

**3 Activate**  
through PMPs

## Outcomes:



Higher CPMs



Audience extension revenue



New sponsorship opportunities



Incremental reach



# The AI Opportunity:

## The Opportunity

Intent signals flowing through AI tools vs search

## The Solution

Surfacing real consumer behavior and intent signals to publishers and advertisers

## Why Comscore

Real observed behavior via panel connects AI behavior to the actions that deliver value for publishers & advertisers

Fundamental Shift in How Intent is Expressed & Surfaced Across the Ecosystem

COMSCORE

# Closing



OUR MISSION:

Setting the **Standard** for

# Modern **Measurement**

Channel-Level Precision & Cross-Channel Intelligence  
Delivering Value Across The Modern Media Ecosystem



Traditional TV



Creators



CTV



Digital



Social



AI



**Capital Structure Progress  
Enhancing the Foundation**

**Clear Mission Enabling a  
More Focused Portfolio**

**Executing Against the Opportunities  
at the Intersection of Clients'  
Emerging Needs & Our Unique Data  
Assets**



# Thank you

