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; market opportunities; commercial agreements; product development initiatives; expected revenue performance, growth areas and adjusted EBITDA margin for 2023-2025; 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).

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.

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.
Third Quarter 2023 Earnings
THIRD QUARTER PERFORMANCE

REVENUE

$91M
Down $1.8M VPY

- Custom down VPY
+ Solid double-digit growth in Local TV
+ Activation & CCR up 20%+ VPY

ADJ. EBITDA

$13.4M
Up 14% VPY

+ Cost discipline
+ Streamlining tech and product
+ Margin rate acceleration

Focusing on Profitable, Sustainable Syndicated Growth
2023 FOCUS AREAS

**IMPROVING ADJ EBITDA MARGIN**
- 15%
- Q3 2023
- ~15%
- 2024 GOAL

**LOCAL TV FOUNDATION**
- Consecutive Quarters Of Double-Digit Growth
- Double-Digit
- 2024 EXPECTED GROWTH

**ACCELERATING CROSS SCREEN MEASUREMENT**
- Delivering Scalable Growth With Activation and CCR
- Interoperable across platforms
- + 30%
- 2024 EXPECTED GROWTH
ACTIVATION & CROSS-PLATFORM PRODUCT ADOPTION

2023 Growth Rate Activation & CCR
(Revenue VPY thru Q3)

+26%

CCR Adoption
In Digital Impressions by Year

Accelerating Growth & Adoption Heading Into 2024
<table>
<thead>
<tr>
<th></th>
<th>Digital &amp; Cross-Platform Products*</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margin Opportunity</td>
<td><img src="image1.png" alt="image" /></td>
<td><img src="image2.png" alt="image" /></td>
</tr>
<tr>
<td>Share of YTD Revenue 2023</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Target Share of Revenue 2025</td>
<td><img src="image3.png" alt="image" /></td>
<td><img src="image4.png" alt="image" /></td>
</tr>
</tbody>
</table>

Full Spectrum Solutions Driving Higher Margin Opportunity

*Syndicated digital, activation, and Cross Platform Campaign Ratings*
DELIVERING LONG-TERM VALUE CREATION FOR OUR STAKEHOLDERS

True Big-Data Scale –
Closing the gaps that fuel billions of dollars in waste

Interoperability –
Actionable data living where transactions happen

Speed –
Flexible, portable, actionable data to deliver incrementality and true reach

Stakeholder Value Creation

Positioned for Growth
Cross Platform Solutions roughly flat to the prior year quarter:
  • Continued double digit growth in Local TV, offset by National TV
  • Movies revenue flat year over year

Digital Ad Solutions down 4% year over year:
  • Lower custom deliverables and syndicated digital revenue
  • Meaningful growth in Activation
Excluding FX, adjusted EBITDA up 38% over prior year

Disciplined cost execution - core operating expenses* down 4.5% year over year

Continued execution of our restructuring plan including footprint reduction

Accelerating operational transformation initiatives to drive future efficiencies

* Core operating expenses are composed of cost of revenues, selling and marketing, research and development, and general and administrative expenses
FULL YEAR 2023 GUIDANCE

**Total Revenue**
- **2022**: $376M
- **2023**: Flat to down 1%

**Total Adjusted EBITDA Margin**
- **2022**: 9.8%
- **2023**: Double Digit Margin Rate
Thank you!
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.
## Reconciliation of Non-GAAP Financial Measures

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2023 (Unaudited)</td>
<td>2022 (Unaudited)</td>
</tr>
<tr>
<td><strong>GAAP net income (loss)</strong></td>
<td>$2,618</td>
<td>$(52,382)</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td>5,020</td>
<td>4,186</td>
</tr>
<tr>
<td><strong>Income tax provision (benefit)</strong></td>
<td>741</td>
<td>(56)</td>
</tr>
<tr>
<td><strong>Amortization of intangible assets</strong></td>
<td>800</td>
<td>6,772</td>
</tr>
<tr>
<td><strong>Interest expense, net</strong></td>
<td>426</td>
<td>284</td>
</tr>
<tr>
<td><strong>Amortization expense of finance leases</strong></td>
<td>419</td>
<td>515</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>10,024</td>
<td>(40,711)</td>
</tr>
</tbody>
</table>

### Adjustments:

<table>
<thead>
<tr>
<th>Description</th>
<th>2023 (in thousands)</th>
<th>2022 (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impairment of right-of-use and long-lived assets</td>
<td>1,502</td>
<td>—</td>
</tr>
<tr>
<td>Stock-based compensation expense</td>
<td>1,041</td>
<td>1,416</td>
</tr>
<tr>
<td>Transformation costs ($1)</td>
<td>653</td>
<td>—</td>
</tr>
<tr>
<td>Amortization of cloud-computing implementation costs</td>
<td>360</td>
<td>358</td>
</tr>
<tr>
<td>Restructuring</td>
<td>353</td>
<td>5,784</td>
</tr>
<tr>
<td>Change in fair value of contingent consideration liability</td>
<td>97</td>
<td>44</td>
</tr>
<tr>
<td>Other income ($2)</td>
<td>(634)</td>
<td>(1,476)</td>
</tr>
<tr>
<td>Impairment of goodwill</td>
<td>—</td>
<td>46,300</td>
</tr>
<tr>
<td><strong>Non-GAAP adjusted EBITDA</strong></td>
<td>$12,306</td>
<td>$11,715</td>
</tr>
<tr>
<td><strong>Net income (loss) margins</strong> ($3)</td>
<td>2.9%</td>
<td>(56.5)%</td>
</tr>
<tr>
<td><strong>Non-GAAP adjusted EBITDA margins</strong></td>
<td>14.7%</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

### Adjustments:

<table>
<thead>
<tr>
<th>Description</th>
<th>2023 (in thousands)</th>
<th>2022 (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Gain) loss from foreign currency transactions</td>
<td>(1,000)</td>
<td>(7,781)</td>
</tr>
<tr>
<td><strong>Non-GAAP FX adjusted EBITDA</strong></td>
<td>$12,306</td>
<td>$8,924</td>
</tr>
</tbody>
</table>

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1. 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.

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

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

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