

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**FORM 8-K**

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**CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934**

**Date of report (Date of earliest event reported): May 28, 2026**

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**COMSCORE, INC.**  
(Exact name of registrant as specified in charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**001-33520**  
(Commission  
File Number)

**54-1955550**  
(IRS Employer  
Identification No.)

**11950 Democracy Drive  
Suite 600  
Reston, Virginia 20190**  
(Address of principal executive offices, including zip code)

**(703) 438-2000**  
(Registrant's telephone number, including area code)

N/A  
(Former name or former address, if changed since last report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of Each Class	Trading Symbol	Name of Each Exchange on Which Registered
Common Stock, par value \$0.001 per share	SCOR	NASDAQ Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 7.01 Regulation FD Disclosure**

On May 28, 2026, comScore, Inc. (the "Company") issued a press release announcing the appointment of Matt McLaughlin as Chief Executive Officer of the Company. A copy of the press release is furnished as Exhibit 99.1 hereto and is incorporated herein by reference.

The information in this Item 7.01, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of any general incorporation language in such filing.

**Item 9.01 Financial Statements and Exhibits.****(d) Exhibits.**

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Press Release dated May 28, 2026</a>
101.INS	XBRL Instance Document - the instance document does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document
101.SCH	Inline XBRL Taxonomy Extension Schema Document
101.CAL	Inline XBRL Taxonomy Extension Calculation Linkbase Document
101.DEF	Inline XBRL Taxonomy Extension Definition Linkbase Document
101.LAB	Inline XBRL Taxonomy Extension Label Linkbase Document
101.PRE	Inline XBRL Taxonomy Extension Presentation Linkbase Document
104	Cover Page Interactive Data File - the cover page iXBRL tags are embedded within the Inline XBRL document

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**comScore, Inc.**

By: /s/ Mary Margaret Curry  
Mary Margaret Curry  
Chief Financial Officer and Treasurer

Date: May 28, 2026

**Comscore Announces Appointment of Matt McLaughlin as Chief Executive Officer**

*Jon Carpenter to remain as Senior Advisor to the Board and CEO  
Global business leader Stuart Frankel to join the Board  
Investor call to be held on June 10, 2026*

**RESTON, Va., May 28, 2026** – Comscore, Inc. (Nasdaq: SCOR), a trusted partner for planning, transacting and evaluating media across platforms, today announced the appointment of Matt McLaughlin as Chief Executive Officer of the company, effective immediately. Jon Carpenter will transition from his role as CEO and will continue to support the company as a senior advisor to the Board of Directors and CEO until October 2026. In connection with the leadership transition, industry leader Stuart Frankel will join the company's Board of Directors, filling the seat previously held by Mr. Carpenter.

Mr. McLaughlin brings extensive leadership experience across the digital advertising and measurement space, with a strong track record of driving growth and operational excellence. He previously served as Chief Operating Officer of DoubleVerify, where he directed that company's product, engineering and sales operations and managed over half of its employees. Mr. McLaughlin currently serves on Comscore's Board of Directors and is also a significant common stockholder of the company, giving him deep familiarity with the business, its strategy and its long-term opportunities.

"Matt brings a unique combination of strategic insight, operational leadership and deep expertise in the digital advertising and measurement ecosystem," said David Kline, Chairman of the Board of Comscore. "Through his Board service and longstanding investment in the company, he already has a strong understanding of the business, our mission and the opportunities ahead. We are excited to welcome him into this leadership role as we move into our next phase of growth."

During his tenure as CEO (and previously as CFO) of Comscore, Mr. Carpenter played a critical role in reshaping and strengthening the company. He led efforts to streamline Comscore's capital structure and operations, strengthen the balance sheet and simplify the business – culminating in the divestiture of Comscore Movies and the elimination of \$40 million in senior debt on May 27, 2026.

"Jon's impact on this company has been invaluable," said Mr. Kline. "He helped drive significant operational, financial and strategic progress across the organization, while also bringing people together around a common purpose. We are deeply grateful for his leadership and dedication to Comscore's success, and we are pleased that he will continue supporting the company during this transition."

Mr. McLaughlin added, "I am honored to step into the role of CEO at such an important time for Comscore. Jon has helped build a foundation for the business, and I look forward to working with the team to drive meaningful growth and execute on our strategic priorities."

Comscore further announced the appointment of Stuart Frankel to its Board of Directors. Mr. Frankel brings extensive operating and leadership experience in advertising technology, data analytics and Artificial Intelligence. He is currently a Managing Director of 10X CEO, an advisory and coaching firm for CEOs of high-growth venture and PE-backed technology companies. Earlier in his career, Mr. Frankel was the CEO and co-founder of Narrative Science, a generative AI company acquired by Salesforce in 2021, and was a member of the senior leadership team at DoubleClick, an advertising technology company acquired by Google.

“We are very pleased to welcome Stuart to Comscore,” said Mr. McLaughlin. “His deep expertise in ad tech and Artificial Intelligence, combined with his experience helping technology companies scale and execute, will provide valuable perspective as we continue to advance our strategy and grow the business.”

### **Investor Conference Call Information**

Comscore will host a conference call at 5:00 p.m. ET on Wednesday, June 10, 2026, during which Mr. McLaughlin and other members of management will discuss the company’s strategic priorities, plans for the business, and outlook for the remainder of 2026. The call will take place by live audio webcast, which will be accessible at [ir.comscore.com/events-presentations](http://ir.comscore.com/events-presentations) together with any supplemental information. Participants can obtain dial-in information by registering for the call at the same web address and are advised to register in advance to avoid delays. Following the conference call, a replay will be available via webcast at [ir.comscore.com/events-presentations](http://ir.comscore.com/events-presentations).

### **About Comscore**

Comscore is a global, trusted partner for planning, transacting and evaluating media across platforms. With an unmatched data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore empowers media buyers and sellers to quantify their multiscreen behavior and make meaningful business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement.

### **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of federal and state securities laws, including, without limitation, Comscore’s expectations, forecasts, plans and opinions regarding the contributions of Mr. McLaughlin, Mr. Carpenter and Mr. Frankel; future growth and business opportunities; the execution of Comscore’s strategic priorities; management’s outlook for 2026; and the timing and content of a planned investor call. These statements involve risks and uncertainties that could cause actual events to differ materially from expectations, including, but not limited to, changes in the relevant individuals’ plans; changes in Comscore’s business and customer, partner and vendor relationships and contracts; external market conditions and competition; changes or declines in ad spending or other macroeconomic factors; evolving trade policies and privacy and regulatory standards; product adoption rates; changes or delays in the investor call planned for June 10, 2026; and Comscore’s ability to achieve its expected strategic, financial and operational plans. For additional discussion of risk factors, please refer to Comscore’s Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that the company makes 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. Comscore does not intend or undertake, and expressly disclaims, any duty or obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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