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comScore signs Local TV Ratings Contract with Dispatch Printing Company

Every Local Station in Columbus, Ohio and Over Half of the Local Stations in Indianapolis, Indiana Now Subscribe to comScore's Local Television Ratings

RESTON, Va., July 7, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today announced it has signed a local TV measurement agreement with the Dispatch Printing Company television stations, WTHR-TV (NBC) in Indianapolis, Indiana and WBNS-TV (CBS) in Columbus, Ohio.



The Dispatch Printing Company, a family owned local broadcast group since 1929, makes Columbus the latest market to have every major affiliate now using comScore local ratings. Both stations will now have access to comScore local advanced demographic ratings and advanced automotive ratings.

"We have been watching comScore, formerly Rentrak, local television measurement make progress in our markets and across the country for several years," said CEO & Vice Chairman, Dispatch Printing Company, Michael J. Fiorile. "The timing is right in adopting comScore's local television service, which provides our markets another choice in local media measurement. The automotive advanced demographics tool will allow our stations to be better equipped to offer solutions to our advertiser partners."

"We are excited to have the Dispatch Printing Company join the comScore family and are committed to providing the most reliable and powerful measurement available," said comScore's Executive Vice Chairman & President Bill Livek. "Their commitment further illustrates that the local TV industry is adopting comScore as their massive database currency."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.

Cautionary Statement

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits of impact of the partnership between comScore and Dispatch Printing Company, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the reliability of comScore's data and the acceptance of comScore's methodologies by the industry, including by existing and prospective users. For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>). Stockholders of comScore 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 undertake any 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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