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comScore Industry Trust Solution for Programmatic Now Available in Canada

Eyereturn Marketing is First Exchange Partner in Canada to Integrate comScore Trust Profiles

TORONTO, April 23, 2015 /CNW/ -- comScore, Inc. (NASDAQ : SCOR) today introduced its Industry Trust initiative in Canada. Through the initiative, media buyers will now be able to use key comScore advertising metrics when planning and buying programmatically, and media sellers can gain insight into how their properties are represented in programmatic platforms. This is an expansion of the comScore Industry Trust Initiative, first introduced in the U.S. in January 2015, which is designed to enable trusted transactions of quality advertising between buyers and sellers.



These key comScore advertising metrics - collectively called Trust Profiles -- include metrics such as audience and category ranking data, viewability ratings and non-human traffic (NHT) ratings, all of which are consistent with the metrics available in comScore Media Metrix® and validated Campaign Essentials™ (vCE) that advertisers and publishers use for traditional ad buys. Starting on May 1, media buyers will be able to access these Trust Profiles through Eyereturn Marketing. As of April 1, comScore publisher clients were given access to their Trust Profiles, giving each client insight as to how their inventory will be represented in programmatic trading platforms.

comScore Trust Profiles will soon be available with Media Metrix® data in 44 markets, with additional in-depth vCE® metrics available in Australia, France, Germany, Italy, Spain, the U.K. and the U.S.

"The growth of programmatic around the world no longer needs to be accompanied by a concern about the quality of inventory that's being bought and sold," said Serge Matta, CEO of comScore. "Expanding comScore Industry Trust - and specifically Trust Profiles - globally to media sellers is another step forward in elevating high quality inventory and ensuring that sellers receive fair value for those impressions. comScore Industry Trust ultimately offers a proactive way to create a trusted marketplace that better serves the needs of both buyers and sellers."

Trust Profiles will also be available in additional select DSPs in Canada as well as other key international markets later in 2015. Initial integration partners include Eyereturn Marketing, MediaMath, Turn, The Trade Desk and Rubicon Project.

Support for comScore's Efforts to Enable Trusted Transactions of Advertising

"The comScore Industry Trust initiative will help bring confidence back to programmatic buying by leveling the playing field with traditional ad buying. comScore is the ideal company to bring these independent metrics to market. Removing non-human-traffic and increasing transparency and viewability will ensure publishers and advertisers are getting the best value for their advertising dollars."

Renee Hill, President and Co-CEO, Eyereturn Marketing

"Giving premium publishers the ability to showcase their high-quality inventory using independent metrics will undoubtedly help them raise their value in the increasingly crowded programmatic supply landscape. Enhancing transparency represents a step forward in raising the level of trust marketers have in the ecosystem, by reducing the chances cloaked, obfuscated, and spoofed media can penetrate marketer wallets."

Andrew Casale, President and CEO, Index Exchange

About the comScore Industry Trust Initiative

The [comScore Industry Trust Initiative](#) is designed to enable trusted transactions of quality advertising between buyers and sellers. It aligns with five principles of the U.S. Internet Advertising Bureau (IAB) Trustworthy Digital Supply Chain Initiative, which aims to (1) eliminate fraudulent traffic, (2) combat malware, (3) fight internet piracy, (4) promote brand safety and (5) create accountability. comScore is working with Joint Industry Committees, trade associations, and auditors around the world that are pursuing similar objectives.

Additional offerings for both media buyers and sellers are forthcoming as part of the Industry Trust Initiative. All products are designed to help both buyers and sellers create a high quality programmatic environment.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.

Cautionary Note Regarding Forward-Looking Statements

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 to comScore through its Industry Trust solutions, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

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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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-industry-trust-solution-for-programmatic-now-available-in-canada-300070514.html>

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