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comScore Reports September North American Box Office on Track to Hit a New All-Time Record

September 2017 positioned to reach \$700 million milestone for the first time ever at North American Box Office

RESTON, Va., Sept. 28, 2017 /PRNewswire/ -- comScore today announced North American box office revenues are on track to surpass the \$700 million mark by month's end - the highest ever grossing North American box office total for the month of September, besting September 2015's \$616.4 million North American total by 14 percent.

Powered largely by the record-breaking success of the Warner Bros.' horror flick "It," along with an assortment of additional high-earning September releases (including Fox's "Kingsman: The Golden Circle," Lionsgate's "American Assassin," Warner Bros.' "Lego Ninjago Movie" and Open Road's "Home Again") and August holdovers, September 2017 brought moviegoers to the multiplex in unprecedented numbers and set a new standard for earnings potential for the month. Notably, this is also the first September to surpass a traditional summer blockbuster month (May through August) in terms of total revenue.

"Hollywood now has a new box office benchmark for September, while also surpassing the totals for the summer month of August this year," said comScore's Senior Media Analyst, Paul Dergarabedian. "The big screen adaptation of Stephen King's 'It' started a movie-going gold rush uncommon for this typically sleepy month that was bolstered by a unique and compelling slate of titles that sparked an exceptional level of enthusiasm by patrons who flocked to North America's movie theaters."

Below is a chart of historical performance for the month of September at the North American box office:

Full Month Of September	September Total	% Change	Top Film's Earnings For The Month
2017	\$700,000,000 - Estimated	19.1%	It - \$272.2M (as of 9-27-17)
2016	\$587,973,841	-4.6%	Sully - \$99.5M
2015	\$616,408,358	19.0%	Hotel Transylvania 2 - \$55.75M
2014	\$517,931,337	-9.5%	The Maze Runner - \$60.175M
2013	\$572,197,239	0.6%	Insidious Chapter 2 - \$60.7M
2012	\$568,578,707	-5.9%	Hotel Transylvania - \$42.5M
2011	\$604,242,053	10.9%	The Lion King - \$71.9M
2010	\$544,788,416	-0.2%	The Town - \$54.3M
2009	\$545,766,563	10.7%	Cloudy With A Chance of Meatballs - \$64.7M
2008	\$492,912,164	-10.2%	Bum After Reading - \$46.64M
2007	\$549,189,927	3.6%	Halloween - \$45.3M
2006	\$530,047,099	3.0%	Jackass Number Two - \$48.01M
2005	\$514,704,128	-	Exorcism of Emily Rose - \$65.5M

About comScore Box Office Essentials®

comScore Box Office Essentials® is the movie industry's census-based currency, collecting, processing and reporting on how many people go to the movies and how much they spend in virtually every theater in North America. Every major studio, mini-major and prominent independent film distributor in the industry uses comScore's real-time and geographic-specific box office information that provides users with instant analysis of nearly the entire domestic box office landscape. Primarily collected through an electronic connection with thousands of theater box offices, comScore's box office intelligence is accessible via online reports from anywhere around the world, allowing users to literally watch the virtual minute-by-minute sale of tickets.

About comScore

comScore is a leading cross-platform measurement company that 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, comScore's 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 a global footprint in more than 75 countries, comScore is delivering the future of measurement. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

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

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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>).

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