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comScore and Facebook Partner to Deliver Clients Viewability Insights

Through Global Partnership, comScore Will Report Facebook Viewability Directly in validated Campaign Essentials™

RESTON, Va., April 20, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) announced today that the company is partnering with Facebook to report its viewability data directly in the Ad Validation module of validated Campaign Essentials™ (vCE®). The global partnership includes viewability metrics for video and display campaigns running on Facebook on both desktop and mobile platforms. Giving clients access to this data in the vCE® platform provides them with a more complete view of overall campaign performance.



"We're excited to work with Facebook to offer our clients greater transparency into the performance of their holistic campaigns, and to provide increased confidence that their ads have the opportunity to be seen," said Manish Bhatia, chief product officer at comScore. "Partnerships like these enable advertisers to mitigate wasted ad spend, encourage greater trust between buyers and sellers, and contribute to enhancing the overall value of digital advertising."

"Independent ad verification partnerships are critical to making sure advertisers trust their ad delivery data, so they can explore exactly how to drive value for their business in feed-based platforms," said Jonathan Lewis, product marketing manager at Facebook. "We are pleased to be working with partners like comScore to provide advertisers and their agencies with data they need to do just that."

More information about the partnership can be found on the Facebook for Business blog: <https://www.facebook.com/business/news/new-ad-viewability-partners>. To learn more about vCE®, please visit: <http://www.comscore.com/Products/Advertising-Analytics>.

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](http://www.comscore.com).

Cautionary Statement

This announcement 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, without limitation, expectations regarding the comScore partnership with Facebook. These statements involve risks and uncertainties that could cause comScore's actual results to differ materially.

For a detailed discussion of these and other risk factors, please refer to comScore's Annual Report on Form 10-K for the year ended December 31, 2014 and Quarterly Report on Form 10-Q for the three months ended September 30, 2015 and other filings comScore makes from time to time 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 its 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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