



March 15, 2017

## **comScore's Chief Research Officer Elected to Serve on the Advertising Research Foundation Board**

### **Additionally, Vice President of Analytics at comScore Renominated to Board of Curators**

RESTON, Va., March 15, 2017 /PRNewswire/ -- comScore today announced that its Chief Research Officer Josh Chasin has been elected to the Advertising Research Foundation's (The ARF) Board of Directors. In addition, Vice President of Analytics Ray Pettit has been renominated to The ARF's Board of Curators.



The ARF Board of Directors is made up global industry leaders in advertising, marketing and media-tech insights and analytics. The Board's responsibilities include anticipating industry needs in order to drive advocacy, creating content for the industry and the organization's members, and providing strategic counseling that heightens The ARF's intellectual capital. This team effort gives The ARF the ability to tackle more critical issues for a heightened level of impact.

"The ARF has provided trusted research to the advertising and marketing industries for many decades," said Chasin. "It is an honor to be elected to its board."

"I am excited to be part of an organization that continues to contribute to the research industry," added Pettit.

The ARF Annual Conference on March 20 and 21 will feature speaking appearances by comScore executives. On March 20, comScore Co-Founder and CEO Gian Fulgoni will lead a breakfast session called A New Model for Cross-Platform Measurement at 8:15 a.m. Later that day, Senior Vice President of Advertising Anne Hunter will be part of a presentation titled, The Halo Effect at 3:10 p.m. For more information, go to <http://thearf.org/event/arf-annual-conference-2017>.

#### **About comScore**

comScore, Inc. (OTC: 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://comscore.com).

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscores-chief-research-officer-elected-to-serve-on-the-advertising-research-foundation-board-300422806.html>

SOURCE comScore

News Provided by Acquire Media