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comScore Expands Partnership With Sinclair Broadcast Group

Sinclair Signs Expansion Agreement Incorporating Four Acquired Stations

RESTON, Va., March 13, 2017 /PRNewswire/ -- comScore today announced it has signed an expansion agreement with Sinclair Broadcast Group, adding WSBT (CBS) South Bend, Ind., KUQI (FOX) Corpus Christi, Texas and KHGI (ABC) and KFXL (FOX) Lincoln & Hastings-Kearney, Neb.



With the newly added stations, comScore is now providing its local measurement currency to 704 television stations representing 82 ownership groups.

"Sinclair and comScore have a great partnership," said comScore's Executive Vice President of Local Television, Steve Walsh. "We are very pleased that Sinclair is driving revenue with the use of comScore ratings information."

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.

Cautionary Statement

This press 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, without limitation, comScore's expectations as to the financial and operational effects of the Connected Home Report. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's ability to project the financial impact of the partnership or comScore's ability to achieve its expected financial results.

For a detailed discussion of these and other risk factors, please refer to comScore's Annual Report on Form 10-K for the period ended December 31, 2014 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>).

You are cautioned not to place undue reliance on our 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.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/comscore-expands-partnership-with-sinclair-broadcast-group-300422350.html>

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