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comScore Signs 700th Station to Its Local Television Service

The NBC-Affiliated TV Station in Roanoke, VA, WSLs, Chooses comScore's Powerful Local Television Ratings

RESTON, Va., March 6, 2017 /PRNewswire/ -- comScore today announced it has signed a local TV measurement agreement with WSLs, Roanoke, VA, owned by Graham Media Group. The signing marks a major milestone for comScore, with WSLs being the 700th station subscribing to comScore's local TV ratings service.



With the new deal, comScore now counts 17 of the top-20 station ownership groups as clients of their local ratings service, including group-wide partnerships with ABC, CBS, FOX, Sinclair, Tribune, Raycom, Graham and Hubbard. comScore currently has client partnerships with a total of 83 station groups with client stations in 191 of 210 local markets. Four of the "big 5" affiliate stations use comScore's local TV currency in 12 of the top-20 markets, three of the "big 5" stations in 18 of the top-20 markets, and now all major affiliates stations in Roanoke, VA, use comScore local television ratings.

"We are excited to have expanded our long-lasting partnership with comScore as they reach such a special milestone," said Emily Barr, president and CEO of Graham Media Group. "They are committed to the local broadcast industry and are providing us with the much-needed stable measurement from their massive databases in all markets, big and small. This approach provides our stations and the industry with stronger insights to make programming decisions and a stable databased currency to transact with our agency and advertiser partners."

"As the 700th station subscribing to comScore, WSLs's signing represents a major strategic milestone for comScore's local currency adoption by local broadcasters," said comScore's Executive Vice President of Local Television, Steve Walsh.

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 comScore's television offering. 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.

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