

First Quarter 2014 Financial Results

*Supplemental Conference
Call Presentation
April 29, 2014*

*Leader in Digital
Media Analytics*



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 adoption of new products and services by customers; expectations regarding continued growth of its customer base; expectations as to comScore's strategy, market position, growth in revenue and margin expansion, impact and financial benefits of certain products and relationships including those with Google and Yahoo; expectations and forecasts of future financial performance, including related growth rates and components thereof; and assumptions related to growth for the second quarter and full year of 2014 and beyond. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: comScore's ability to generate strong revenue and margin growth in future periods; comScore's ability to sell new or additional products and attract new customers; comScore's ability to sell additional subscription-based products to customers; comScore's ability to sell additional products and services to existing customers; and the volatility of quarterly results and expectations.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent Annual Report on Form 10-K, the Company's Quarterly Reports on Form 10-Q 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 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.

Use of Non-GAAP Measures

comScore reports all financial information required in accordance with generally accepted accounting principles (GAAP). comScore believes, however, that evaluating its ongoing operating results will be enhanced if it also discloses certain non-GAAP information because it is useful to understand comScore's performance, as it excludes non-cash and other charges that many investors believe may obscure comScore's on-going operating results.

Whenever comScore uses such historical non-GAAP financial measures, it provides a reconciliation of historical non-GAAP financial measures to the most closely applicable GAAP financial measure. Investors are encouraged to review the related GAAP financial measures and the reconciliation of these historical non-GAAP financial measures to their most directly comparable GAAP financial measure included in the financial tables referenced in this presentation. Although the company provides a reconciliation of historical non-GAAP financial measures, due to the high variability and difficulty in predicting certain items that affect net income, such as tax rates and stock price, comScore is unable to provide a complete reconciliation of adjusted EBITDA to net income on a forward-looking basis without unreasonable efforts. However, a reconciliation of forward-looking adjusted EBITDA to GAAP income before income taxes is set forth in the reconciliation referenced in this presentation.

In addition, comScore has provided certain metrics on a pro forma basis to reflect the disposition of its non-health copy testing and configuration manager products. Such pro forma amounts assume disposition occurred January 1, 2013 to permit comparison to prior periods.

For more information on how and why comScore uses the non-GAAP financial measures referenced in this presentation as well as for a reconciliation of GAAP financial measures to those non-GAAP financial measures, please refer to comScore's April 29, 2014 earnings press release, which is available under the "Investor Relations" section of the comScore's website at www.comscore.com.

Record Revenues and Strong Profitability

First Quarter 2014

- \$76.9 million revenue
 - Up 14% from pro forma 1Q13 revenues*
- Adjusted EBITDA of \$15.4 million
- 20% EBITDA margin
- \$21.5 million of share repurchases (~750K shares)

1Q14 Key Metrics

- Net customer adds of 48
- 351 MMX MP total clients, 48 new
 - *Two-thirds also bought Mobile Metrix and/or Video Metrix*
- Consistent renewal rate >90%

Continued Focus on Operating Leverage and Expense Management

* Pro forma 1Q13 revenue excludes the impact of non-health copy testing and configuration manager products which were disposed or discontinued. See Reconciliation of Revenue and Income before Income Taxes to Non-GAAP Revenue, non-GAAP Income and Adjusted EBITDA set forth in the appendix to this presentation.

Key 2014 Priorities

- 1) **Expand cross-media offerings**
- 2) **Extend vCE market leadership**
- 3) **Integrate comScore data into the places clients use them**
- 4) **Focus on execution and return capital to investors**

Announcing Yahoo Partnership

- **vCE integration across Yahoo properties and its Exchange**
 - Video, Display and Mobile
 - Global availability
 - Embedded into workflow
- **Yahoo demographic data incorporated into vCE globally**
- **TV-comparable metrics through single-click integration**
- **Multi-year partnership**
 - Data integration already live
 - Late 2Q14 availability in Yahoo Exchange for real-time reporting



“There is a growing need for marketers to be able to plan, buy and measure across screens and ad formats within a single platform, which is why we’re taking this important step and integrating comScore validation into our ad technology.” --Ned Brody, Head of the Americas, Yahoo

Agency Support for comScore-Yahoo



“We are excited about what the Yahoo-comScore partnership will mean for vCE on a global scale.”



John Nitti
President, Activation
ZenithOptimedia

“This integration simplifies our work and amplifies the opportunity for cross-screen planning and measurement.”



Amanda Richman
President, Starcom USA

“This partnership has enormous implications up and down the digital advertising ecosystem.”



Domenic Venuto
Global President, Data and Technology
Vivaki / Publicis Groupe

Google Partnership Update

- On track to go live in 3Q14
- Innovative partnership with deep technology and methodology integration
- Actively working with major Publicis Groupe clients and Google on development period in advance of launch
- Valuable benefits
 - Real-time campaign optimization (not post-hoc)
 - Integration will reduce wasted inventory
 - Speed of data and ease-of-use make it easier for clients to meet ad guarantees

“Our partnership ensures that the two leaders, Google and comScore, work in collaboration to create a more robust and consistent metric that benefits both advertisers and publishers.

This is an innovative, first-to-market, transparent metric that gives both media buyers and sellers the tools to make the right decision for their customers and work together bring more brand dollars online.”

--Google

vCE Mobile: Brand Metrics for Smartphones & Tablets

- **Audience metrics and GRPs for advertisers and publishers**
- **Smartphones and tablets, both in-app and mobile web ads**
 - Facilitates cross-platform ad planning, buying and evaluation
 - Delivers actionable performance metrics
 - Improve mobile ad monetization campaigns and inventory
- **Available Now**

“vCE Mobile promises to deliver the actionable metrics needed to evaluate campaigns.”

**Kate Sirkin, EVP Research,
Starcom MediaVest Group**

“vCE Mobile allows for mobile to vie for its fair share of advertising while radically streamlining the cross-media campaign evaluation workflow.”

**Jonathan Lopes, Director, Strategy &
Analysis, DigitasLBI**

From TV to Total Video

- **On track to deliver syndicated cross media product in 2H14**
- **Total Video thesis:**
 - To consumers, video is video
 - TV, tablet, on demand or live
 - Ad inventory and spend will continue to migrate across platforms
- **SCOR / NLSN data license formally approved by FTC on April 2nd**

“comScore’s solution has proven it can provide an understanding the total picture of cross-platform consumption.”

**Artie Bulgrin, SVP, Global Research & Analytics,
ESPN**

“The big challenge in cross platform measurement is, how do you de-dupe across platforms? This is one of the biggest breakthroughs in comScore’s research methodology.”

**Jane Clarke, Managing Director
Coalition for Innovative Media Measurement**



VIACOM



OmnicomGroup

A+E NETWORKS.

Financial Outlook

Guidance

2Q14	
Revenue	\$77.3 million to \$79.7 million
GAAP (loss) income before income taxes	\$(2.0) million to \$(0.3) million
Adjusted EBITDA*	\$14.3 million to \$16.0 million
Estimated fully diluted shares	34.9 million

FY14	
Revenue	\$317.2 million to \$328.2 million
Income (loss) before income taxes	\$(2.4) million to \$5.2 million
Adjusted EBITDA*	\$59.9 million to \$68.5 million
Estimated fully diluted shares	35.0 million

* Reconciliations of GAAP to non-GAAP measures are included in this presentation and in the addendum to comScore's April 29, 2014 press release.

Non-GAAP Pro Forma Guidance

Revenue and Reconciliation of Income (Loss) before Income Taxes to Adjusted EBITDA (Guidance) (dollars in thousands)

Forecasted amounts for the three and twelve month periods ending June 30, 2014 and December 31, 2014 are based on the mid-points of the range of guidance provided herein

The twelve month period ending December 31, 2013 has been adjusted to exclude the results of operations from the Non-Health Copy-Testing and Configuration Manager products activity which was disposed of during the first quarter of 2013.

	Three Months Ended June 30,		Full Year December 31,	
	2014	2013 (1)	2014	2013 (1)
	(unaudited)		(unaudited)	
Revenue	\$ 78,500	\$ 69,911	\$ 322,700	\$ 285,530
Income (loss) before income taxes	(1,100)	918	\$ 1,400	2,183
Amortization of acquired intangibles	1,900	1,936	7,700	7,697
Stock-based compensation	8,500	7,146	31,200	27,035
Costs related to acquisitions, restructuring and other non-recurring items	1,600	926	5,100	7,015
Settlement of litigation	(600)	—	(800)	(1,360)
Gain on ARS disposition	—	(1,160)	—	(214)
Depreciation	4,500	4,045	18,300	16,777
Interest expense, net	300	168	1,300	938
Adjusted EBITDA	\$ 15,100	\$ 13,979	\$ 64,200	\$ 60,071
Adjusted EBITDA margin (%)	19%	20%	20%	21%

Estimated Q2 2014 and full year 2014 non-GAAP (Diluted) share count is 34.9M and 35.0M, respectively.

(1) Amounts include adjustments to exclude the Non-Health Copy Testing and Configuration Manager products and are based on management's estimates of the revenue and results of operations of such products.

Adjusted EBITDA Reconciliation

Reconciliation of Revenue and Adjusted EBITDA to Pro Forma Revenue and Pro Forma Adjusted EBITDA (1) (dollars in thousands)

	Three Months Ended June 30,					
	2014			2013		
	Pre-Adjusted	Adjustment to Exclude non-Health Copy Testing and Configuration Manager Products	Adjusted	As Reported	Adjustment to Exclude non-Health Copy Testing and Configuration Manager Products	Adjusted
Revenue	\$ 78,500	—	\$ 78,500	\$ 69,911	—	\$ 69,911
Adjusted EBITDA(2)	\$ 15,100	—	\$ 15,100	\$ 13,979	—	\$ 13,979
Adjusted EBITDA margin (%)	19%	—	19%	20%	—	20%

	Twelve Months Ended December 31,					
	2014			2013		
	Pre-Adjusted	Adjustment to Exclude non-Health Copy Testing and Configuration Manager Products	Adjusted	As Reported	Adjustment to Exclude non-Health Copy Testing and Configuration Manager Products (3)	Adjusted
Revenue	\$ 322,700	—	\$ 322,700	\$ 286,860	(1,330)	285,530
Adjusted EBITDA(2)	\$ 64,200	—	\$ 64,200	\$ 60,241	(170)	\$ 60,071
Adjusted EBITDA margin (%)	20%	—	20%	21%	13%	21%

(1) 2013 annual pro forma revenue and pro forma Adjusted EBTIDA are adjusted to exclude the company's Non-Health Copy Testing and Configuration Manager products.

(2) See reconciliation of Adjusted EBITDA.

(3) Adjustments to exclude the Non-Health Copy Testing and Configuration Manager products are based on management's estimates of the revenue and results of operations of such products during 2013.

Thank you

