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comScore to Participate in OpenAP Initiative Through Use of Its Advanced TV Audience Ratings Data

RESTON, Va., April 7, 2017 /PRNewswire/ -- Earlier today at an event in New York City, Fox, Turner and Viacom shared additional details on comScore's participation in their joint OpenAP initiative. This planned open audience platform will provide buyers and sellers of linear television a consistent, data-agnostic means of engaging in audience-based buys.



comScore advanced audiences will be one of the first data sources integrated into this new system. This capability is already in use by advertisers, agencies and television networks to go beyond traditional age/sex demographics to buy and sell television advertising. Commonly used advanced audience segments include auto purchase intent, consumer packaged goods brand buying, and political affiliation, among many other advertiser-used consumer segments.

"It's clear that the media industry wants to increase the use of advanced currencies for television buying, and OpenAP promises to accelerate that path," said Bill Livek, Executive Vice Chairman and President of comScore. "As pioneers in the integration of advanced audience data with television viewing, we strongly support this effort that helps move the industry forward. We look forward to playing an integral role in OpenAP to help make advanced TV advertising a reality."

About comScore

comScore, Inc. (OTC: SCOR) is a leading cross-platform measurement company that 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 Note Regarding Forward-Looking Statements

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 participation in the OpenAP initiative. 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 comScore's participation in the OpenAP initiative or comScore's ability to achieve its expected financial results.

For additional discussion of these and other risk factors, please refer to comScore's respective Annual Reports on Form 10-K, 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 website (<http://www.sec.gov>).

Investors 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 intend or 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-to-participate-in-openap-initiative-through-use-of-its-advanced-tv-audience-ratings-data-300436783.html>

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