



April 17, 2017

TitanTV and comScore Local TV Enter Titling Partnership

TitanTV's MediaStar Tool Will Be Used to Automate comScore's Local TV Titling

RESTON, Va., April 17, 2017 /PRNewswire/ -- comScore today announced it has entered an agreement with TitanTV to automate the local-television program titling process for station clients.



The partnership will allow for electronic submission of titling through TitanTV's MediaStar tool, allowing for greater efficiency at the station level, as it will eliminate the extra step needed to update comScore titles in a separate process. comScore anticipates having the MediaStar interface introduced to all TV station clients by the end of 2017.

Once comScore station clients have been migrated to the MediaStar platform, comScore and TitanTV will work together for compliance for remaining stations.

"Our partnership with comScore aligns with our goal of providing tools for local broadcasters that help eliminate double entry of program data and provides a more efficient workflow," said CEO of TitanTV, Inc. Christopher W. Kelly. "We look forward to working with each of the local broadcasters as they add MediaStar into their workflow to report to comScore."

"We are really pleased to be partnered with TitanTV to simplify, streamline and automate the program titling process," said comScore's Executive Vice President of Local Television Steve Walsh. "As comScore Local's currency continues its rapid growth among TV stations and advertising agencies alike, it's more important than ever that our program titling processes supports the speed and accuracy that clients demand. TitanTV enables that level of performance and output, and we know our clients will appreciate and take advantage of this major advance."

About TitanTV, Inc.

An independently owned company located in Cedar Rapids, IA, TitanTV provides television viewers with consistent, high quality program and channel information that they are able to find on local broadcasters' websites, www.titantv.com or www.antennaweb.org. Their products ensure that businesses serving those viewers can manage and deliver such information in the most efficient way possible by using powerful tools that enable television broadcasters to maintain their stations' schedules efficiently and economically. TitanTV's products and services are backed by a friendly and knowledgeable staff that provides the best service and support in the industry. TitanTV's corporate website is located at: <http://www.titantvinc.com/>. Contact TitanTV by email at: Info@TitanTV.com.

About comScore

comScore 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 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. Shares of comScore stock are currently traded on the OTC Market (OTC:SCOR). For more information on comScore, please visit comscore.com.

Cautionary Note Regarding Forward-Looking Statements

This 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, but not limited to, expectations regarding the impact and benefits to comScore from StationView Essentials and the broader TV Essentials family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially. For additional discussion of risk factors, please refer to comScore's respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K 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 (www.sec.gov).

Investors are cautioned not to place undue reliance on 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/titantv-and-comscore-local-tv-enter-titling-partnership-300439900.html>

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