



April 5, 2017

Google Selects comScore as Brand Safety Measurement Provider

Independent Verification to Provide Advertisers with Trusted and Transparent Reporting of YouTube

RESTON, Va., April 5, 2017 /PRNewswire/ -- comScore today announced an initiative to work with Google to provide independent brand safety reporting of advertising campaigns on YouTube. This new collaboration is part of Google's efforts to provide advertisers with greater visibility into the context in which their ads appear.



comScore uses a proprietary brand safety engine that is integral to its validated Campaign Essentials™ (vCE®) suite. This technology continuously monitors patterns within text content to identify the brand safety of a given ad context - both in general and for specific campaigns, on both mobile and desktop platforms.

"Monitoring online content for brand safety is a complex challenge, particularly in an environment that has the vast scale and growth of YouTube," said Dan Hess, executive vice president of products at comScore. "We're delighted to see Google taking further action to monitor and increase brand safety, and appreciate its vote of confidence in selecting comScore to be part of this initiative."

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 our collaboration with Google and our vCE family of products. These statements are based on our current expectations of future events and involve risks and uncertainties that could cause our actual results to differ materially from expectations, including, but not limited to: the features and characteristics of our products and technology; our integration with Google and other partners; the effects of our merger with Rentrak Corporation; the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; and the acceptance of new products and methodologies by the industry, including existing and prospective comScore clients and partners. 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 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.

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