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comScore Receives MRC Accreditation for Mobile Viewability Measurement Across Display, Video, Web and Apps

Building on comScore's Recent MRC Accreditation for SIVT Filtration, This New Accreditation Provides Buyers Increased Confidence in Cross-Platform Campaign Planning

RESTON, Va., Feb. 15, 2017 /PRNewswire/ -- comScore today announced that the company has been granted accreditation by the Media Rating Council (MRC) for its mobile viewable impressions and related viewability metrics for display and video ads, in mobile web and in-app, in validated Campaign Essentials™ (vCE®). This builds on comScore's recent MRC accreditation of the company's Sophisticated Invalid Traffic (SIVT) detection capabilities across both desktop and mobile web to provide media buyers greater assurance that their desktop and mobile ads have the opportunity to be seen by a real person.

![comScore logo]

"We're working hard to help our clients and the industry bridge the gaps that divide devices and platforms. Cross-platform ad verification - including mobile viewability - helps close one such gap," said Dan Hess, executive vice president of products at comScore. "We're pleased that the MRC has accredited our mobile viewability metrics, which complements our recent accreditation for our SIVT detection and filtration practices. These accreditations underscore our commitment to providing buyers with accurate, cross-platform-comparable measures for digital and TV campaigns."

"We congratulate comScore on the accreditation of its mobile display and video viewability measurement metrics," said George W. Ivie, MRC's Executive Director and CEO. "Expanding its MRC accredited viewability metrics from desktop now to mobile clearly demonstrates comScore's commitment to quality measurement regardless of platform, and further establishes comScore as an industry leader in promoting a superior measurement environment for the buying and selling of digital advertising."

comScore has a long history of working closely with the MRC, with the goal of achieving accreditation for many of its offerings:

- comScore recently received accreditation for Sophisticated Invalid Traffic (SIVT) detection and filtration of desktop and mobile web traffic, making it the first company to offer both content and campaign measurement leveraging MRC-accredited SIVT filtration.
- comScore was the first company to offer an MRC-accredited viewable GRP for desktop display and video campaigns. The company's Audience module of validated Campaign Essentials™ - which includes its reporting of digital campaign age, gender, and behavior-based ethnicity demographics, and the resulting reach, frequency and GRPs - received MRC accreditation in April 2016.
- comScore Media Metrix was the first digital content audience measurement service to receive MRC accreditation.

You can view comScore's Third-Party Accreditation, Certification and Review Page to learn more about these accreditations: http://www.comscore.com/About-comScore/Third-Party-Review.

About comScore

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

To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/comscore-receives-mrc-accreditation-for-mobile-viewability-measurement-across-display-video-web-and-apps-300407773.html

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