



June 6, 2017

## **comScore to Be Featured at CableFax TV Innovation Summit**

RESTON, Va., June 6, 2017 /PRNewswire/ -- comScore today announced that it will be featured during the CableFax TV Innovation Summit.



The conference, which brings together TV distributors, programmers and vendors to discuss the latest trends in TV, will feature a presentation from comScore's Chief Executive Officer Gian Fulgoni during its "Parallel Universes: Measuring Eyeballs Across Platforms, Screens and Devices" session. During the session, Fulgoni will share exclusive data about cross-platform measurement, including how the intersection of linear TV and digital media has transformed the way media distribution and content companies monetize audiences.

The session will take place on Thursday, June 8, at 9 a.m. during the CableFax TV Innovation Summit at the New York Athletic Club in New York City. For more information, go to <http://www.cablefax.com/event/2017-tv-innovation-summit>.

### **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, comScore's 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 a 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](http://comscore.com).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comscore-to-be-featured-at-cablefax-tv-innovation-summit-300469578.html>

SOURCE comScore

News Provided by Acquire Media