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## **comScore Signs Agreement with Media Management, Inc.**

### **Auditing Firm Will Add comScore Local Television Measurement to Its Auditing System**

RESTON, Va., Aug. 1, 2017 /PRNewswire/ -- comScore today announced an agreement with Media Management, Inc. (MMi), which provides media audit support to the industry, to add comScore's local television measurement to MMi's Circle Audit® auditing system.



The addition of comScore's local television ratings into MMi's system will help advertisers and agencies evaluate and verify deliverables and provide an additional choice for validation of their media purchases.

"Our partnership with comScore is an extension to the accountability services we provide the industry," said Thomas Bridge, CEO of Media Management, Inc. (MMi). "Working with comScore gives our clients the flexibility to conduct third party validation when the agency selects comScore as the audience currency in their media buys."

"We are happy to work with our first auditing system for our local television measurement," said comScore's Chief Executive Officer Gian Fulgoni. "Partnering with MMi gives us expanded accountability of our data and gives our clients the assurance they need when scheduling advertising campaigns."

#### **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).

#### **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 Stationview Essentials and comScore's entire suite of advertising products. 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 the partnership or comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that 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](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.

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