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comScore Releases New 'Global Mobile Report' Providing Mobile Snapshot Across 14 Markets

Increased Mobile Measurement Footprint Allows Global Perspective on Mobile Audiences, Apps and Content Categories

LONDON, Sept. 12, 2017 /PRNewswire/ -- comScore, Inc. today published its 2017 international mobile report, titled 'The Global Mobile Report'. This new study examines mobile audiences, content categories and apps that are changing the worldwide digital landscape. The report uses multi-platform data from 14 international markets (USA, Canada, France, Germany, Italy, Spain, UK, Argentina, Brazil, Mexico, China, India, Indonesia and Malaysia) to demonstrate global patterns and local nuances in mobile usage. To download a copy of the report, please visit: www.comscore.com/GlobalMobile2017.



"The global move to mobile is far from uniform," said Will Hodgman, executive vice president of international sales at comScore. "This report demonstrates how understanding where digital consumption has shifted more heavily to mobile platforms allows media owners, advertisers and their agencies to leverage sweetspots of audiences and content. As we expand granular, panel-based mobile measurement to more regions, we're excited to continue revealing these actionable trends."

The Global Mobile Report covers topics including:

- | Mobile (and apps') share of overall digital time and audiences in 14 markets, including how 'mobile only' usage is impacting the digital landscape
- | The dynamics of individual content categories, and where 'mobile first' behaviours are most in evidence
- | Consumer behaviours for mobile transactions
- | The mobile brands and apps that are leading the way for instant messaging, news, retail and social media
- | The maturity of the global app market, and the categories experiencing ongoing growth

The upgraded mobile panels in Germany, along with France and Argentina, increase comScore's advanced mobile measurement solutions to a total of 14 markets across the globe, as we continue to expand our global mobile measurement footprint.

To download The Global Mobile Report, please visit www.comscore.com/GlobalMobile2017. To learn more about how comScore can help you succeed in a mobile-first world, please [contact us](#) or visit www.comscore.com/mobile.

About comScore

comScore, Inc. is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behaviour 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 behaviour at massive scale. This approach helps media companies monetise 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 the MMX family of products, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and

the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore 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 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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