

Second Quarter 2014 Financial Results

Supplemental Conference Call Presentation

August 5, 2014

Cautionary Statement

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 adoption of new products and services by customers; expectations regarding continued growth of its customer base; expectations as to comScore's strategy, market position, growth in revenue and margin expansion, impact and financial benefits of certain products, including vCE and Total Video Measurement, and relationships, such as those with Google, Yahoo, and GroupM; expectations regarding the results of litigation and the potential settlement thereof; expectations and forecasts of future financial performance, including related growth rates and components thereof and effects of acquisitions; and assumptions related to growth for the third quarter and full year of 2014 and beyond. These statements involve risks and uncertainties that could cause comScore's actual results to differ materially, including, but not limited to: comScore's ability to generate strong revenue and margin growth in future periods; comScore's ability to sell new or additional products and attract new customers; comScore's ability to develop new products; comScore's ability to sell additional subscription-based products to customers; comScore's ability to sell additional products and services to existing customers; and the volatility of quarterly results and expectations.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q and other filings comScore makes from time to time 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 our 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.

Use of Non-GAAP Measures

comScore reports all financial information required in accordance with generally accepted accounting principles (GAAP). comScore believes, however, that evaluating its ongoing operating results will be enhanced if it also discloses certain non-GAAP and pro forma information because it is useful to understand comScore's performance, as it excludes non-cash and other charges that many investors believe may obscure comScore's on-going operating results.

Whenever comScore uses such historical non-GAAP financial measures, it provides a reconciliation of historical non-GAAP financial measures to the most closely applicable GAAP financial measure. Investors are encouraged to review the related GAAP financial measures and the reconciliation of these historical non-GAAP financial measures to their most directly comparable GAAP financial measure included in the financial tables referenced in this presentation. Although the company provides a reconciliation of historical non-GAAP financial measures, due to the high variability and difficulty in predicting certain items that affect net income, such as tax rates and stock price, comScore is unable to provide a complete reconciliation of adjusted EBITDA to net income on a forward-looking basis without unreasonable efforts. However, a reconciliation of forward-looking adjusted EBITDA to GAAP income before income taxes is set forth in the reconciliation referenced in this presentation.

In addition, comScore has provided certain metrics on a pro forma basis to reflect the disposition of its non-health copy testing and configuration manager products. Such pro forma amounts assume disposition occurred January 1, 2013 to permit comparison to prior periods.

For more information on how and why comScore uses the non-GAAP financial measures referenced in this presentation as well as for a reconciliation of GAAP financial measures to those non-GAAP financial measures, please refer to comScore's August 5, 2014 earnings press release, which is available under the "Investor Relations" section of the comScore's website at www.comscore.com.

Record Revenues and Strong Profitability

2Q14 Overview

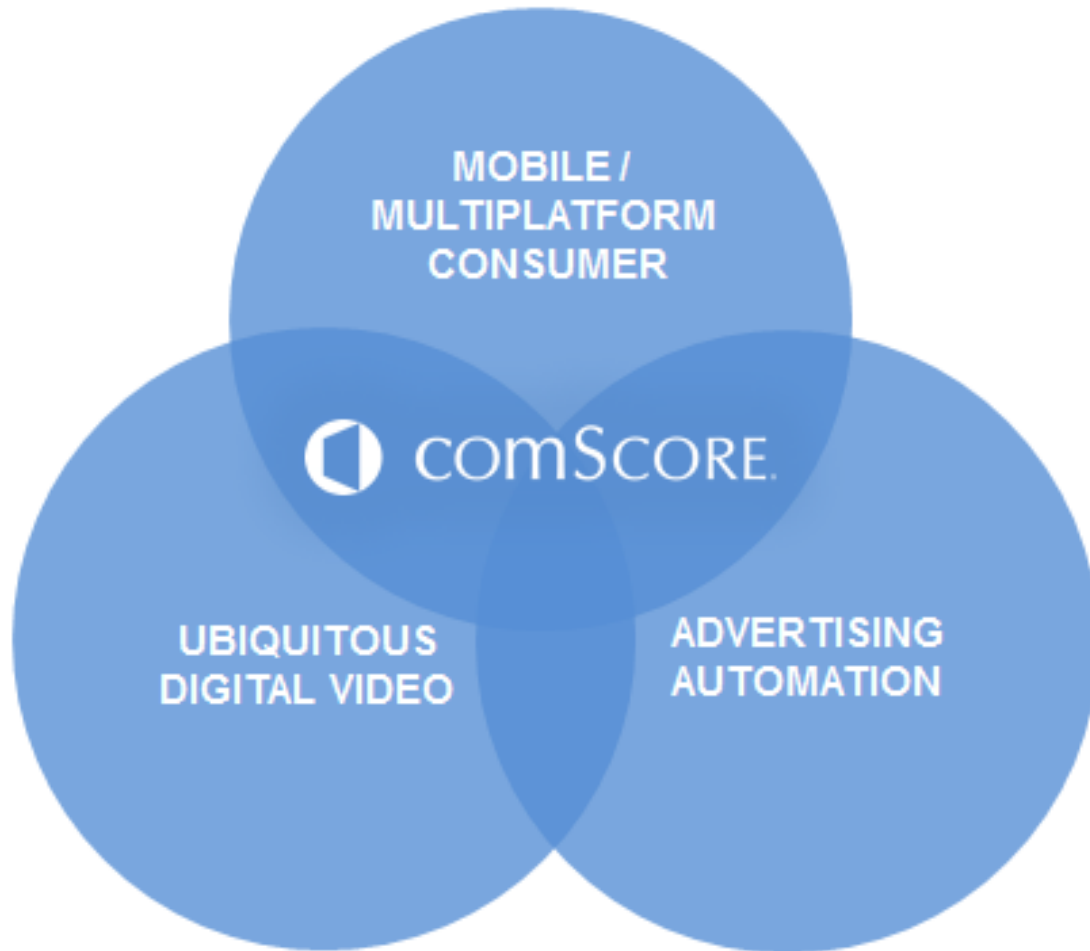
- \$80.0 million revenue
Up 14.5% from 2Q13 revenues
- Adjusted EBITDA of \$16.7 million
Up 20% from 2Q13 EBITDA
- 21% EBITDA margin
- \$14.8M of share repurchase in 2Q14
1.7M shares purchased in last year at an average price of \$28.70 per share. Renewed repurchase plan for an additional \$50M.

2Q14 Key Metrics

- Net customer adds of 43
- 54 new MMX MP clients
 - 405 total MMX MP customers
 - Two-thirds also bought Mobile Metrix and/or Video Metrix
- Consistent dollar renewal rate >90%

Continued Focus on Operating Leverage and Expense Management

Positioned at Intersection of Three Key Mega-Trends



Corporate Priorities Focus on Leveraging this Market Position

- 1) Expand cross-media offerings**
- 2) Extend vCE market leadership**
- 3) Integrate comScore data into the places clients use them**
- 4) Focus on execution and return capital to investors**

Yahoo and Google Partnerships on Track

- Live today, following late June soft launch
- vCE integrated into Yahoo
 - Programmatic and Direct
 - Video/display advertising guarantees
- Mobile and International coming soon
- Pilot with leading brands – many represented by the Publicis Groupe – well underway
- On track to launch late 3Q14



vCE Momentum: GroupM Preferred Strategic Partnership

- **comScore is now a Preferred Strategic Partner**
 - vCE as a Preferred Solution for video and display campaigns
- **GroupM is world's largest media buying group**
 - WPP's consolidated media investment operation
 - Leader in worldwide billings
 - 33% market share
 - 400 offices in 81 countries

The logo for GroupM, featuring the word "groupm" in a lowercase, bold, sans-serif font. The "group" is in grey and the "m" is in blue.

Continued vCE Momentum

- **Renewed Preferred Partnership with P&G**
 - World's largest advertiser
- **Strong vCE Mobile adoption by brands and leading ad serving platforms**
- **vCE now leverages 1.6 billion demographic profiles worldwide**
- **vCE 2.0 rollouts in U.K., Canada and Italy this year**

The logo for Procter & Gamble (P&G) is displayed in a blue, italicized serif font.The logo for vCE is displayed in a bold, red, sans-serif font with a registered trademark symbol (®) to the upper right.

Non-Human Traffic (NHT) is Persistent Issue in Digital Media

- **NHT inflates site traffic and ad delivery data**
 - Diminishes the value of digital advertising
 - More than one-third of traffic may be fraudulent, according to IAB
 - Some campaigns serve >50% impressions to non-humans
 - Must be detected and removed for accurate reporting
- **comScore has addressed NHT since 2002**
 - Human panel, site beacons (census network) and ad tags all aid in NHT detection and removal
 - NHT removed from MMX, vCE and vME
- **While not all NHT is malicious, increasingly it is driven by fraud**

Acquisition Enhances comScore's Anti-Fraud Leadership

- **MdotLabs**
 - 12-person team of engineers and data scientists
 - Data security expertise
 - Proprietary fraud detection technology
- **Rapid integration into MMX MP and vCE products**
 - Ensures most accurate metrics for clients
 - Delivers true Human GRP



Financial Outlook

Guidance

3Q14	
Revenue	\$80.6 million to \$82.7 million
GAAP (loss) income before income taxes	\$(1.1) million to \$0.7 million
Adjusted EBITDA*	\$15.7 million to \$17.4 million
Estimated fully diluted shares	34.6 million

FY14	
Revenue	\$320.5 million to \$329.5 million
Income (loss) before income taxes	\$(3.9) million to \$0.2 million
Adjusted EBITDA*	\$62.5 million to \$69.5 million
Estimated fully diluted shares	34.7 million

* Reconciliations of GAAP to non-GAAP measures are included in this presentation and in the addendum to comScore's August 5, 2014 press release.

Non-GAAP Pro Forma Guidance

Revenue and Reconciliation of Income (Loss) before Income Taxes to Adjusted EBITDA (Guidance) (dollars in thousands)

Forecasted amounts for the three and twelve month periods ending September 30, 2014 and December 31, 2014 are based on the mid-points of the range of guidance provided herein

The twelve month period ending December 31, 2013 has been adjusted to exclude the results of operations from the Non-Health Copy-Testing and Configuration Manager products activity which was disposed of during the first quarter of 2013.

	Three Months Ended September 30,		Full Year December 31,	
	2014	2013	2014	2013
	(unaudited)		(unaudited)	
Revenue	\$ 81,700	\$ 71,606	\$ 325,000	\$ 285,530(1)
Income (loss) before income taxes	(200)	707	\$ (1,900)	2,183
Amortization of intangible assets	1,900	1,956	7,700	7,697
Stock-based compensation	8,900	7,243	32,900	27,035
Costs related to acquisitions, restructuring and other infrequently occurring items	1,100	2,247	5,300	7,015
Settlement of litigation	(100)	—	2,700	(1,360)
Gain on ARS disposition	—	—	—	(214)
Depreciation	4,600	3,964	18,000	16,777
Interest expense, net	400	238	1,300	938
Adjusted EBITDA	<u>\$ 16,600</u>	<u>\$ 16,355</u>	<u>\$ 66,000</u>	<u>\$ 60,071(1)</u>
Adjusted EBITDA margin (%)	20%	23%	20%	21(1)%

Estimated Q3 2014 and full year 2014 non-GAAP (Diluted) share count is 34.6MM and 34.7MM, respectively.

(1) Amounts include adjustments to exclude the Non-Health Copy Testing and Configuration Manager products and are based on management's estimates of the revenue and results of operations of such products.

Adjusted EBITDA Reconciliation

Reconciliation of Revenue and Adjusted EBITDA to Pro Forma Revenue and Pro Forma Adjusted EBITDA (1) (dollars in thousands)

	Twelve Months Ended December 31,		
	2013		
	(unaudited)		
	Adjustment to Exclude non-Health Copy Testing and Configuration Manager Products (3)		
	As Reported	Products (3)	Pro Forma
Revenue	\$ 286,860	(1,330)	285,530
Adjusted EBITDA(2)	\$ 60,241	(170)	\$ 60,071
Adjusted EBITDA margin (%)	21%	13%	21%

(1) 2013 annual pro forma revenue and pro forma Adjusted EBITDA are adjusted to exclude the company's Non-Health Copy Testing and Configuration Manager products.

(2) See reconciliation of Adjusted EBITDA.

(3) Adjustments to exclude the Non-Health Copy Testing and Configuration Manager products are based on management's estimates of the revenue and results of operations of such products during 2013.

Thank you

