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UKOM Appoints comScore as Official 2013 Partner for UK Online Audience Measurement

Three-Year Contract for Online, Video and Mobile Measurement Begins January 2013

London, UK, 04th April 2012 – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today announced that UKOM, the leading voice for online audience measurement for advertisers, media agencies and online media owners in the UK, has signed an agreement confirming comScore as the new partner for online media measurement in the UK market as of 2013.

The selection of comScore followed an open tender and rigorous six-month selection process by UKOM, which is jointly owned by the AOP and IAB, and governed by a cross-industry board with representatives of the IAB, AOP, ISBA and IPA. UKOM collectively represents the media measurement interests of the UK's leading digital publishers, advertisers and agencies. comScore will become the exclusive supplier of data for UKOM in January 2013 and the contract will continue for three years.

“comScore is delighted to be selected by UKOM as the standard for online measurement in the UK,” said Dr. Magid M. Abraham, President and CEO of comScore. “Following our selection in Spain and the Netherlands, comScore will be the official online audience currency in three of the largest digital advertising markets in Europe, which collectively represent €1.7 billion (\$2.2 billion) in display advertising. We are pleased with this recognition of our commitment to the region and endorsement of our continued investment and innovation in digital audience measurement. Our aim is to develop analytics that support the industry, increase trust in digital channels and provide a much-needed comparability to other media.”

UK Industry Endorsement

“Advertisers need measurement that makes sense and is easier to compare across other marketing channels,” says Bob Wootton, director of Media Affairs, Incorporated Society of British Advertisers (ISBA). “We’re excited to see the new measurement capabilities that comScore will deliver in 2013.”

Patrick Hourihan, Head of Research, Yahoo! UK says: “Yahoo! have been a long standing partner of comScore in the measurement of our global internet audiences, as we believe effective measurement across key channels,

online, video and mobile is key to the future of digital media. We welcome the news of comScore's appointment as the official 2013 partner for UKOM and look forward to our continued partnership with them."

"The selection by UKOM will continue comScore's long-standing relationship with the UK's largest agencies," says Scott Thompson, Digital Research Manager at Starcom MediaVest Group. "We welcome comScore's willingness to be accountable to the industry, and their transparency regarding their methodology."

Specific Media MD Colin Petrie-Norris says: "We are delighted to learn of comScore's adoption from 2013 by the digital industry. comScore's history of innovation across online and mobile audience measurement is well respected and we look forward to a strong partnership."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

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 of the vCE™ and vGRP™, 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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In Attendance - Dr. R. L. Bhatia