

# comScore Expands Partnership with DISH

## *Renewal Enables Holistic Metrics Measurement Across Screens*

April 1, 2016 -- comScore, Inc. (NASDAQ: SCOR) today announced a new long-term agreement with DISH Network L.L.C to renew its integration of DISH's TV viewing information with comScore's TV measurement service. The integration of DISH's aggregated and projected TV viewing with comScore's services will provide the industry with more dynamic measurement and holistic reporting.

DISH, a leader in addressable and advanced advertising, has been a partner of comScore (formerly Rentrak) for nearly 10 years, and was Rentrak's first data partner with a national footprint. comScore provides DISH with an internal system to make programming, marketing and advertising decisions every day. comScore also helps DISH accurately measure addressable campaigns, allowing brands to deliver more relevant messages to viewers.

"DISH is a major partner that helped us change the measurement landscape by allowing massive and passive television measurement across a national footprint," said comScore's Chief Executive Officer, Serge Matta. "With our renewed partnership, advertisers can continue to get credible measurement, while creating ways to further increase the effectiveness and efficiency of advertising campaigns."

"comScore and DISH have been pioneers for years, leading the industry with accurate viewership measurement," said Vice President of DISH Media Sales and Analytics, Adam Gaynor "This renewal signals our commitment to serving our customers and the industry's desire for reliable measurement."

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## **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely 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, our unmatched 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 global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit [comscore.com](http://comscore.com).

## **About DISH**

DISH Network Corp. (NASDAQ:DISH), through its subsidiaries, provides approximately 13.897 million pay-TV subscribers, as of Dec. 31, 2015, with the highest-quality programming and technology with the most choices at the best value. DISH offers a high definition line-up with more than 200 national HD channels, the most international channels and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit [www.dish.com](http://www.dish.com).

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#### **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 of impact of the partnership between comScore and DISH, 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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