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Adobe and comScore Advance Digital TV and Ad Measurement

New Global Partnership Will Help Content Owners and Advertisers Better Measure Consumer Behavior

SINGAPORE — March 23, 2016 — At Adobe Summit, Adobe (Nasdaq: ADBE) and comScore (Nasdaq: SCOR) announced a global strategic partnership to provide new insights into the media consumption behaviors of digital audiences. This new partnership will deliver consistent, cross-device audience measurement of video and ad content, providing advanced insight into consumer viewing behaviors for better media planning and buying. Through this partnership, comScore is incorporating new Adobe Certified Metrics, standardized digital census data built on the Adobe Cloud Platform and powered by Adobe Analytics, into its [Cross Media, Audience](#) and [Advertising](#) Product Suites. In addition, Adobe will integrate comScore audience data, including demographics, for [Adobe Marketing Cloud](#) customers.

People are watching content on an increasingly broad variety of devices. Paid digital content services are on the rise and, for two years running, the total number of authenticated digital TV views has doubled annually according to Adobe Digital Index. Comparable cross-platform metrics are one of the biggest friction points in television's digital transformation. Media companies, publishers, multi-channel video programming distributors (MVPDs) and advertisers are all looking for ways to reliably measure audiences, content and advertising engagement across all platforms. comScore and Adobe joining forces provides seamless, census-based measurement of digital video content and ads for the most popular platforms, including TV, video on demand, smartphones, tablets, game consoles and over-the-top connected devices.

“With the world's largest brands, including ten of the ten largest media companies relying on Adobe Marketing Cloud, Adobe is at the center of audience measurement and in a unique position to help solve one of the industry's greatest friction points,” said Jeremy Helfand, vice president, Adobe Primetime. “This partnership will enable smarter buying and selling of advertising and establish the trust and credibility needed to support the convergence of linear and digital experiences.”

The collaboration between Adobe and comScore will provide marketers globally with trusted insights, including key metrics on the number of video starts, average time spent watching, and rate of ad engagement, to optimize their ad campaigns and more efficiently reach the right audiences across TV and digital. Media companies will leverage these enhanced insights to better forecast how content performs across platforms and particular audience segments. Additionally, agencies will be able to take advantage of the full potential of the massive amounts of data generated in the modern media world.

“comScore is redefining cross-platform measurement to deliver the independent, trusted metrics that content owners and advertisers have long been asking for,” said Serge Matta, CEO at comScore. “Massive, census-level data is critical to providing actionable and granular measurement across screens. This partnership with Adobe helps us to deliver even more precise insights to our clients about how, when and where consumers are interacting with content and ads. This will enable clients to make smarter buying decisions based not just on age and gender, but on advanced demographics.”

The integration of comScore's audience information with Adobe Marketing Cloud will enable further optimization of audience segments for targeted marketing campaigns, including email, video, display and search advertising. Adobe customers will also be able to forecast how well marketing content performs against specific audience segments.

Read more about how this partnership on the [Adobe](#) and [comScore](#) blogs.

Customer Quotes

"We know that consumers are watching TV on every screen and platform, and measurement is catching up to capture that activity, but it's still very complex," said Colleen Fahey Rush, executive vice president, chief research officer, Viacom Media Networks. "A partnership between comScore and Adobe – on the heels of Viacom's own partnership with comScore – is a win for the entire industry because it opens up and evolves the use of advanced currencies."

"Digital platforms are a key growth opportunity over the next decade and are already driving meaningful viewership for our services, including CBS All Access and CBSN," said Marc DeBevoise, executive vice president and general manager, CBS Digital Media, CBS Interactive. "This partnership between comScore and Adobe gets the industry one step closer to unified cross-platform measurement, further validating the value of our audiences across screens and giving our advertisers the ability to deliver data-enhanced campaigns across devices."

"Collaboration like this furthers our ability to harness the power of data and technology to build brands through a re-engineered media model that directly drives business growth," said Kate Sirkin, executive vice president, global director, Audience and Measurement Solutions, Starcom MediaVest Group. "Specifically, enhancements to the tagging capabilities across the entire ecosystem ensure we attribute value to the full range of communications channels and data integration. This partnership also allows us to assess new audience segments based on attributes including people's media and e-commerce behaviors."

"We need to be able to show advertisers where our engaged multiscreen audiences are consuming content in order to effectively monetize our premium content everywhere," said Greg Dinsmore, director, Digital Insights and Cross-Platform Measurement, Rogers Communications. "Adobe and comScore is a great global collaboration and we are looking forward to working with them together to better measure and monetize our audiences across screens."

About Adobe Analytics, Adobe Primetime and Adobe Audience Manager

[Adobe Analytics](#) is the award-winning analytics backbone of Adobe Marketing Cloud measuring nearly eight trillion server calls each year. It is the industry's best-selling and most advanced enterprise analytics solution used regularly by more than 140,000 marketers and data analysts to better understand their businesses. Major brands including ten of the world's ten largest media companies use Adobe Analytics today. Adobe Primetime, the industry's leading multiscreen TV platform, integrates video publishing, monetization and content protection, and is used by NBC Sports, Comcast, Turner Broadcasting, Time Warner Cable and others globally. Adobe Audience Manager, the industry's leading data management platform, helps customers consolidate disparate datasets and build unique audiences to gain greater insight into the customer journey and personalize the user experience across any channel.

Adobe Analytics, Adobe Primetime and Adobe Audience Manager are three out of eight solutions in Adobe Marketing Cloud, which supports 41 trillion transactions per year and is used by two thirds of Fortune 50 companies.

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

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.

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 strategic partnership between comScore and Adobe, 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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