

# Sling TV Partners with comScore to Offer First Ever Cross-Platform Addressable Advertising Measurement

*comScore services measure addressable impressions across connected TV, mobile, desktop, and traditional TV*

NEW YORK and RESTON, VA, January 4, 2018 – comScore today announced that it is partnering with Sling TV, the top skinny bundle provider by household penetration and viewing time\*, to offer cross-platform addressable advertising measurement for campaigns that joins the live OTT service’s impressions and DISH set-top box impressions. comScore is the first company to offer services that measure addressable television impressions across all platforms, including over-the-top (OTT).

As the inaugural user of this new service, Sling TV brings comScore verified addressable TV impressions and OTT impressions together. This gives Sling TV advertisers a fluid view of their campaign’s performance across the OTT service’s connected TV, mobile and desktop impressions, as well as linear TV impressions on DISH.

DISH Media Sales, which oversees ad sales for DISH and Sling TV, first introduced addressable advertising on its satellite TV platform in 2012 and [opened cross-platform addressable advertising across both platforms](#) earlier this fall. Cross-platform advertising enables brands to reach DISH and Sling TV viewers in a premium, brand-safe environment with a single buy. Using anonymized data, ads are delivered during live and Video-On-Demand content with pinpoint accuracy across any device, while the viewer watches TV. With the introduction of comScore’s new service, advertisers can now validate the performance of these campaigns with addressable advertising metrics across platforms, using consistent third-party measurement.

“Bringing Sling TV’s impressions into the measurement fold gives advertisers an apples-to-apples view of their campaign across platform, device and even alongside traditional TV,” said Adam Lowy, head of Sling TV advertising sales. “We’ve partnered with comScore to offer advertisers a single, trusted metric to validate their campaigns and bridge these targeted, addressable TV impressions, regardless of where they run.”

comScore’s linear TV addressable advertising measurement has been used by major agencies and brands for more than five years. This new offering will operate similarly, but extends measurement of addressable campaign delivery to multiple platforms.

“Addressable advertising for television content is projected to grow 66 percent this year to \$1.3 billion in media spend\*\*,” said Cathy Hetzel, comScore executive vice president. “As more addressable TV inventory becomes available in OTT, there’s a growing desire among advertisers to take advantage of the premium quality of television with the benefits of greater addressability. At the same time, it’s important that this inventory can be valued alongside traditional linear formats with consistent independent measurement.”

Additionally, comprehensive cross-platform campaign measurement will be available for all Sling TV campaigns via comScore [validated Campaign Essentials™](#) (vCE®), which offers advertisers insight into ad and audience delivery and allows Sling TV to offer brands complete coverage of its inventory with

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independent third-party verification.

*\*Source: comScore OTT Intelligence, U.S., As of November 2017*

*\*\*Source: eMarketer, U.S. Addressable TV Ad Spending Estimates, 2015-2019*

## **About comScore**

comScore is a leading cross-platform measurement company that 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, comScore's 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 a 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](http://comscore.com).

## **About DISH Media Sales**

DISH Media Sales provides advertising sales for leading pay-TV provider DISH Network L.L.C. and its over-the-top television service Sling TV. Through innovative platforms like addressable and programmatic, viewer measurement tools and access to custom audiences on DISH and Sling TV, advertisers are equipped to employ strategically positioned, demographically targeted buys that enhance their national media campaigns. Visit [www.dishmediasales.com](http://www.dishmediasales.com).

## **Cautionary Note Regarding Forward-Looking Statements**

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 the impact of comScore Viewability, validated Campaign Essentials™ (vCE®) and comScore's entire suite of advertising products. These statements involve risks and uncertainties that could cause our actual results to differ materially from expectations, including, but not limited to, comScore's ability to achieve its expected financial and operational results. For additional discussion of risk factors, please refer to comScore's respective Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and other filings that comScore makes from time to time with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's website ([www.sec.gov](http://www.sec.gov)).

Investors 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 intend or 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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