

REFINITIV

## DELTA REPORT

10-Q

SCOR - COMSCORE, INC.

10-Q - JUNE 30, 2023 COMPARED TO 10-Q - MARCH 31, 2023

The following comparison report has been automatically generated

**TOTAL DELTAS 585**

█ CHANGES 151

█ DELETIONS 102

█ ADDITIONS 332

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UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

(Mark One)

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the quarterly period ended **March 31, 2023** **June 30, 2023**

or

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission file number: 001-33520

**COMSCORE, INC.**

(Exact name of registrant as specified in its charter)

Delaware

54-1955550

(State or other jurisdiction of incorporation or organization)

(I.R.S. Employer Identification Number)

**11950 Democracy Drive, Suite 600**

**Reston, Virginia 20190**

*(Address of Principal Executive Offices)*

**(703) 438-2000**

*(Registrant's Telephone Number, Including Area Code)*

Securities registered pursuant to Section 12(b) of the Act:

Title of Each Class	Trading Symbol	Name of Each Exchange on Which Registered
Common Stock, par value \$0.001 per share	SCOR	NASDAQ Global Select Market

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  No

Indicate by check mark whether the registrant has submitted electronically every Interactive Data File required to be submitted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit such files). Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, a smaller reporting company, or an emerging growth company. See the definitions of "large accelerated filer," "accelerated filer," "smaller reporting company," and "emerging growth company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="checkbox"/>	Accelerated filer	<input type="checkbox"/>
Non-accelerated filer	<input type="checkbox"/>	Smaller reporting company	<input type="checkbox"/>
		Emerging growth company	<input type="checkbox"/>

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes  No

Indicate the number of shares outstanding of each of the registrant's classes of common stock, as of the latest practicable date: As of **May 4, 2023** **August 3, 2023**, there were **93,494,451** **95,086,334** shares of the registrant's Common Stock outstanding.

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COMSCORE, INC.

QUARTERLY REPORT ON FORM 10-Q

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## CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

We may make certain statements, including in this Quarterly Report on Form 10-Q, or 10-Q, including the information contained in [Item 2. "Management's Discussion and Analysis of Financial Condition and Results of Operations"](#), and the information incorporated by reference in this 10-Q, that constitute forward-looking statements within the meaning of federal and state securities laws. Forward-looking statements are all statements other than statements of historical fact. We attempt to identify these forward-looking statements by words such as "may," "will," "should," "could," "might," "expect," "plan," "anticipate," "believe," "estimate," "target," "goal," "predict," "intend," "potential," "continue," "seek" and other comparable words. Similarly, statements that describe our business strategy, goals, prospects, opportunities, outlook, objectives, plans or intentions are also forward-looking statements. These statements may relate to, but are not limited to, expectations of future operating results or financial performance; expectations regarding the impact on our business of the coronavirus ("COVID-19") pandemic and global measures to mitigate the spread of the virus; expectations regarding our restructuring activities and cost-reduction initiatives; macroeconomic trends that we expect may influence our business, including any recession or changes in consumer behavior resulting from the COVID-19 pandemic; plans for financing and capital expenditures; expectations regarding liquidity, customer payments and compliance with debt and financing covenants, dividend requirements and other payment obligations; expectations regarding enhanced commercial relationships and the development and introduction of new products; potential limitations on our net operating loss carryforwards and other tax assets; regulatory compliance and expected changes in the regulatory or privacy landscape affecting our business; compliance with Nasdaq continued listing standards; expected impact of contractual disputes, litigation and regulatory proceedings; and plans for growth and future operations, as well as assumptions relating to the foregoing.

Forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified. These statements are based on expectations and assumptions as of the date of this 10-Q regarding future events and business performance and involve known and unknown risks, uncertainties and other factors that may cause actual events or results to be materially different from any future events or results expressed or implied by these statements. These factors include those set forth in the following discussion and within [Item 1A. "Risk Factors"](#) of this 10-Q and elsewhere within this report; those identified within [Item 1A. "Risk Factors"](#) of our Annual Report on Form 10-K for the year ended December 31, 2022; and those identified in other documents that we file from time to time with the U.S. Securities and Exchange Commission, or SEC.

We believe that it is important to communicate our future expectations to our investors. However, there may be events in the future that we are not able to accurately predict or control and that may cause our actual results to differ materially from the expectations we describe in our forward-looking statements. You should not place undue reliance on forward-looking statements, which apply only as of the date of this 10-Q. You should carefully review the risk factors described in this 10-Q and in other documents that we file from time to time with the SEC. Except as required by applicable law, including the rules and regulations of the SEC, we undertake no obligation, and expressly disclaim any duty, to publicly update or revise forward-looking statements, whether as a result of any new information, future events or otherwise. Although we believe the expectations reflected in the forward-looking statements are reasonable as of the date of this 10-Q, our statements are not guarantees of future results, levels of activity, performance, or achievements, and actual outcomes and results may differ materially from those expressed in, or implied by, any of our statements.

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ITEM 1. **FINANCIAL STATEMENTS**

**COMSCORE, INC.**  
**CONDENSED CONSOLIDATED BALANCE SHEETS**

	<b>As of</b>	<b>As of</b>		<b>As of</b>	<b>As of</b>
	<b>March 31, 2023</b>	<b>December 31, 2022</b>		<b>June 30, 2023</b>	<b>December 31, 2022</b>
(In thousands, except share and par value data)	(In thousands, except share and par value data)		(In thousands, except share and par value data)		
<b>Assets</b>	<b>Assets</b>		<b>Assets</b>		
Current assets:	Current assets:		Current assets:		
Cash and cash equivalents	Cash and cash equivalents	\$ 20,274	Cash and cash equivalents	\$ 22,657	\$ 20,044
Restricted cash	Restricted cash	398	Restricted cash	398	398
Accounts receivable, net of allowances of \$646 and \$798, respectively (\$743 and \$1,034 of accounts receivable attributable to related parties, respectively)	62,988	68,457	Accounts receivable, net of allowances of \$864 and \$798, respectively (\$675 and \$1,034 of accounts receivable attributable to related parties, respectively)	54,404	68,457
Accounts receivable, net of allowances of \$864 and \$798, respectively (\$675 and \$1,034 of accounts receivable attributable to related parties, respectively)			Accounts receivable, net of allowances of \$864 and \$798, respectively (\$675 and \$1,034 of accounts receivable attributable to related parties, respectively)		
Prepaid expenses and other current assets	Prepaid expenses and other current assets	15,839	Prepaid expenses and other current assets	13,852	15,922
Total current assets	Total current assets	99,499	Total current assets	91,311	104,821
Property and equipment, net	Property and equipment, net	37,160	Property and equipment, net	37,835	36,367
Operating right-of-use assets	Operating right-of-use assets	23,804	Operating right-of-use assets	22,721	23,864
Deferred tax assets	Deferred tax assets	3,575	Deferred tax assets	3,479	3,351
Intangible assets, net	Intangible assets, net	10,516	Intangible assets, net	9,716	13,327
Goodwill	Goodwill	388,263	Goodwill	344,066	387,973
Other non-current assets	Other non-current assets	10,826	Other non-current assets	10,350	10,883
Total assets	Total assets	\$ 573,643	Total assets	\$ 519,478	\$ 580,586
<b>Liabilities, Convertible Redeemable Preferred Stock and Stockholders' Equity</b>	<b>Liabilities, Convertible Redeemable Preferred Stock and Stockholders' Equity</b>		<b>Liabilities, Convertible Redeemable Preferred Stock and Stockholders' Equity</b>		
Current liabilities:	Current liabilities:		Current liabilities:		
Accounts payable (\$12,449 and \$12,090 attributable to related parties, respectively)	\$ 33,694	\$ 29,090	Accounts payable (\$12,449 and \$12,090 attributable to related parties, respectively)		

Accrued expenses (\$4,892 and \$4,297 attributable to related parties, respectively)	36,289	43,393				
Contract liabilities (\$1,235 and \$1,341 attributable to related parties, respectively)	56,868	52,944				
Accounts payable (\$14,103 and \$12,090 attributable to related parties, respectively)			Accounts payable (\$14,103 and \$12,090 attributable to related parties, respectively)	\$ 31,354	\$ 29,090	
Accrued expenses (\$4,372 and \$4,297 attributable to related parties, respectively)			Accrued expenses (\$4,372 and \$4,297 attributable to related parties, respectively)	38,237	43,393	
Contract liabilities (\$1,026 and \$1,341 attributable to related parties, respectively)			Contract liabilities (\$1,026 and \$1,341 attributable to related parties, respectively)	52,737	52,944	
Revolving line of credit			Revolving line of credit	16,000	—	
Accrued dividends (related parties)			Accrued dividends (related parties)	15,559	7,863	
Customer advances	Customer advances	11,688	Customer advances	9,567	11,527	
Current portion of contingent consideration	Current portion of contingent consideration	3,623	Current portion of contingent consideration	3,648	7,134	
Current operating lease liabilities	Current operating lease liabilities	7,861	Current operating lease liabilities	8,053	7,639	
Warrants liability	Warrants liability	2,533	Warrants liability	945	718	
Other current liabilities (\$11,688 and \$7,863 attributable to related parties, respectively)		14,958	Other current liabilities	2,255	4,783	
Other current liabilities			Other current liabilities			
Total current liabilities	Total current liabilities	167,514	Total current liabilities	178,355	165,091	
Non-current operating lease liabilities	Non-current operating lease liabilities	28,787	Non-current operating lease liabilities	26,990	29,588	
Non-current portion of accrued data costs (\$17,057 and \$15,471 attributable to related parties, respectively)		26,882	Non-current portion of accrued data costs (\$17,057 and \$15,471 attributable to related parties, respectively)			
Revolving line of credit		16,000	Revolving line of credit			

Non-current portion of accrued data costs (\$18,855 and \$15,471 attributable to related parties, respectively)			Non-current portion of accrued data costs (\$18,855 and \$15,471 attributable to related parties, respectively)	28,918	25,106
Non-current revolving line of credit			Non-current revolving line of credit	—	16,000
Deferred tax liabilities	Deferred tax liabilities	2,719	Deferred tax liabilities	1,418	2,127
Other non-current liabilities	Other non-current liabilities	7,078	Other non-current liabilities	7,128	10,627
Total liabilities	Total liabilities	248,980	Total liabilities	242,809	248,539
Commitments and contingencies	Commitments and contingencies		Commitments and contingencies		
Convertible redeemable preferred stock, \$0.001 par value; 82,527,609 shares authorized, issued and outstanding as of March 31, 2023 and December 31, 2022; aggregate liquidation preference of \$215,688 as of March 31, 2023, and \$211,863 as of December 31, 2022 (related parties)		187,885	Convertible redeemable preferred stock, \$0.001 par value; 100,000,000 shares authorized and 82,527,609 shares issued and outstanding as of June 30, 2023 and 82,527,609 shares authorized, issued and outstanding as of December 31, 2022; aggregate liquidation preference of \$219,559 as of June 30, 2023, and \$211,863 as of December 31, 2022 (related parties)	187,885	187,885
Stockholders' equity:	Stockholders' equity:		Stockholders' equity:		
Preferred stock, \$0.001 par value; 7,472,391 shares authorized as of March 31, 2023 and December 31, 2022; no shares issued or outstanding as of March 31, 2023 or December 31, 2022		—	—		
Common stock, \$0.001 par value; 275,000,000 shares authorized as of March 31, 2023 and December 31, 2022; 99,124,324 shares issued and 92,359,528 shares outstanding as of March 31, 2023, and 98,869,738 shares issued and 92,104,942 shares outstanding as of December 31, 2022		92	92		

Preferred stock, \$0.001 par value; 5,000,000 shares authorized as of June 30, 2023 and 7,472,391 shares authorized as of December 31, 2022; no shares issued or outstanding as of June 30, 2023 or December 31, 2022	Preferred stock, \$0.001 par value; 5,000,000 shares authorized as of June 30, 2023 and 7,472,391 shares authorized as of December 31, 2022; no shares issued or outstanding as of June 30, 2023 or December 31, 2022	—	—
Common stock, \$0.001 par value; 275,000,000 shares authorized as of June 30, 2023 and December 31, 2022; 101,851,130 shares issued and 95,086,334 shares outstanding as of June 30, 2023, and 98,869,738 shares issued and 92,104,942 shares outstanding as of December 31, 2022	Common stock, \$0.001 par value; 275,000,000 shares authorized as of June 30, 2023 and December 31, 2022; 101,851,130 shares issued and 95,086,334 shares outstanding as of June 30, 2023, and 98,869,738 shares issued and 92,104,942 shares outstanding as of December 31, 2022	95	92
Additional paid-in capital	Additional paid-in capital	1,694,378	1,690,783
Accumulated other comprehensive loss	Accumulated other comprehensive loss	(14,423)	(15,940)
Accumulated deficit	Accumulated deficit	(1,313,285)	(1,300,789)
Treasury stock, at cost, 6,764,796 shares as of March 31, 2023 and December 31, 2022	(229,984)	(229,984)	Treasury stock, at cost, 6,764,796 shares as of June 30, 2023 and December 31, 2022
Total stockholders' equity	Total stockholders' equity	136,778	144,162
	Total stockholders' equity	88,784	144,162

Total liabilities, convertible redeemable preferred stock and stockholders' equity	Total liabilities, convertible redeemable preferred stock and stockholders' equity	Total liabilities, convertible redeemable preferred stock and stockholders' equity
	\$ 573,643	\$ 580,586

See accompanying Notes to Condensed Consolidated Financial Statements.

**COMSCORE, INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS AND COMPREHENSIVE LOSS**  
(Unaudited)

	Three Months Ended March 31,		Three Months Ended June 30,		Six Months Ended June 30,						
	(In thousands, except share and per share data)	2023	(In thousands, except share and per share data)	2023	2022	2023	2022				
Revenues (2)	Revenues (2)	\$ 91,558	\$ 93,966	Revenues (2)	\$ 93,684	\$ 91,434	\$ 185,242	\$ 185,400			
Cost of revenues (1)(2)(3)	Cost of revenues (1)(2)(3)	51,929	52,918	Cost of revenues (1)(2)(3)	52,958	51,467	104,887	104,385			
Selling and marketing (1)(3)	Selling and marketing (1)(3)	17,154	17,166	Selling and marketing (1)(3)	17,036	17,485	34,190	34,651			
Research and development (1)	Research and development (1)			Research and development (1)							
(3)	(3)	8,919	9,532	(3)	8,790	9,917	17,709	19,449			
General and administrative (1)(3)	General and administrative (1)(3)	13,574	18,117	General and administrative (1)(3)	13,274	17,103	26,848	35,220			
Impairment of goodwill							Impairment of goodwill	44,100	—	44,100	—
Restructuring							Restructuring	4,104	—	5,102	—
Amortization of intangible assets	Amortization of intangible assets	2,811	6,779	Amortization of intangible assets	801	6,772	3,612	13,551			
Restructuring		998	—								
Total expenses from operations	Total expenses from operations	95,385	104,512	Total expenses from operations	141,063	102,744	236,448	207,256			
Loss from operations	Loss from operations	(3,827)	(10,546)	Loss from operations	(47,379)	(11,310)	(51,206)	(21,856)			
Other (expense) income, net	Other (expense) income, net	(1,812)	2,433								
Other income (expense), net							Other income (expense), net	1,609	4,557	(203)	6,990
(Loss) gain from foreign currency transactions	(Loss) gain from foreign currency transactions	(1,466)	420	(Loss) gain from foreign currency transactions	(168)	2,527	(1,634)	2,947			
Interest expense, net	Interest expense, net	(352)	(200)	Interest expense, net	(363)	(176)	(715)	(376)			
Loss before income taxes	Loss before income taxes	(7,457)	(7,893)	Loss before income taxes	(46,301)	(4,402)	(53,758)	(12,295)			
Income tax provision		(1,214)	(1,383)								
Income tax benefit (provision)							Income tax benefit (provision)	1,392	(648)	178	(2,031)

Net loss	Net loss	\$ (8,671)	\$ (9,276)	Net loss	\$ (44,909)	\$ (5,050)	\$ (53,580)	\$ (14,326)
Net loss available to common stockholders:	Net loss available to common stockholders:			Net loss available to common stockholders:				
Net loss	Net loss	\$ (8,671)	\$ (9,276)	Net loss	\$ (44,909)	\$ (5,050)	\$ (53,580)	\$ (14,326)
Convertible redeemable preferred stock dividends (2)	Convertible redeemable preferred stock dividends (2)			Convertible redeemable preferred stock dividends (2)				
Total net loss available to common stockholders:	Total net loss available to common stockholders:	\$ (12,496)	\$ (13,101)	Total net loss available to common stockholders:	\$ (48,781)	\$ (8,918)	\$ (61,277)	\$ (22,019)
Net loss per common share:	Net loss per common share:			Net loss per common share:				
Basic and diluted	Basic and diluted	\$ (0.13)	\$ (0.14)	Basic and diluted	\$ (0.51)	\$ (0.10)	\$ (0.65)	\$ (0.24)
Weighted-average number of shares used in per share calculation -	Weighted-average number of shares used in per share calculation -			Weighted-average number of shares used in per share calculation -				
Common Stock:	Common Stock:			Common Stock:				
Basic and diluted	Basic and diluted	93,850,266	91,686,733	Basic and diluted	95,528,637	92,405,250	94,690,383	92,048,120
Comprehensive loss:	Comprehensive loss:			Comprehensive loss:				
Net loss	Net loss	\$ (8,671)	\$ (9,276)	Net loss	\$ (44,909)	\$ (5,050)	\$ (53,580)	\$ (14,326)
Other comprehensive income (loss):								
Other comprehensive income (loss):								
Foreign currency cumulative translation adjustment	Foreign currency cumulative translation adjustment	1,517	(541)	Foreign currency cumulative translation adjustment	(119)	(4,544)	1,398	(5,085)
Total comprehensive loss	Total comprehensive loss	\$ (7,154)	\$ (9,817)	Total comprehensive loss	\$ (45,028)	\$ (9,594)	\$ (52,182)	\$ (19,411)

(1) Excludes amortization of intangible assets, which is presented as a separate line item.

(2) Transactions with related parties are included in the line items above as follows (refer to [Footnote 8, Related Party Transactions](#), of the Notes to Condensed Consolidated Financial Statements for additional information):

(2) Transactions with related parties are included in the line items above as follows (refer to [Footnote 9, Related Party Transactions](#), of the Notes to Condensed Consolidated Financial Statements for additional information):

		Three Months Ended March 31,				Three Months Ended June 30,				Six Months Ended June 30,			
		2023		2022		2023		2022		2023		2022	
		Revenues	\$ 3,009	Revenues	\$ 4,412	Revenues	\$ 2,937	Revenues	\$ 4,186	Revenues	\$ 5,946	Revenues	\$ 8,598
Cost of revenues	Cost of revenues	7,707		7,668		Cost of revenues	7,366	Cost of revenues	7,773	Cost of revenues	15,073	Cost of revenues	15,441
Convertible redeemable preferred stock dividends	Convertible redeemable preferred stock dividends	(3,825)		(3,825)		Convertible redeemable preferred stock dividends	(3,872)	Convertible redeemable preferred stock dividends	(3,868)	Convertible redeemable preferred stock dividends	(7,697)	Convertible redeemable preferred stock dividends	(7,693)

(2) Transactions with related parties are included in the line items above as follows (refer to [Footnote 9, Related Party Transactions](#), of the Notes to Condensed Consolidated Financial Statements for additional information):

		Three Months Ended March 31,				Three Months Ended June 30,				Six Months Ended June 30,			
		2023		2022		2023		2022		2023		2022	
		Cost of revenues	\$ 78	\$ 301	Cost of revenues	\$ 244	\$ 421	\$ 322	\$ 722	Cost of revenues	\$ 244	\$ 421	\$ 322
Selling and marketing	Selling and marketing	105	263	Selling and marketing	210	409	315	672	Selling and marketing	210	409	315	672
Research and development	Research and development	55	200	Research and development	193	311	248	511	Research and development	193	311	248	511
General and administrative	General and administrative	879	1,772	General and administrative	1,014	2,121	1,893	3,893	General and administrative	1,014	2,121	1,893	3,893
Total stock-based compensation expense	Total stock-based compensation expense	\$ 1,117	\$ 2,536	Total stock-based compensation expense	\$ 1,661	\$ 3,262	\$ 2,778	\$ 5,798	Total stock-based compensation expense	\$ 1,661	\$ 3,262	\$ 2,778	\$ 5,798

(3) Stock-based compensation expense is included in the line items above as follows:

See accompanying Notes to Condensed Consolidated Financial Statements.

**COMSCORE, INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF CONVERTIBLE REDEEMABLE PREFERRED STOCK AND STOCKHOLDERS' EQUITY**  
(Uncaudited)

(In thousands, except share data)	Convertible Redeemable Preferred Stock		Accumulated						Convertible Redeemable Preferred Stock		Con		
	(In thousands, except share data)	Shares	Amount	Common Stock		Additional Paid-In Capital	Other Comprehensive Loss	Treasury stock, at	Total Stockholders' Equity	(In thousands, except share data)	Shares		
		Shares	Amount	Capital	Loss	Deficit	cost	Equity	Shares	Amount	Shares		
<b>Balance as of December 31, 2022</b>	<b>Balance as of December 31, 2022</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>92,104,942</b>	<b>\$ 92</b>	<b>\$ 1,690,783</b>	<b>\$ (15,940)</b>	<b>\$ (1,300,789)</b>	<b>\$ (229,984)</b>	<b>\$ 144,162</b>	<b>31,2022</b>	<b>82,527,609</b>	<b>\$ 187,885</b>
Net loss	Net loss	—	—	—	—	—	—	(8,671)	—	(8,671)	Net loss	—	—

Convertible redeemable preferred stock dividends <sup>(1)</sup>	Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—	—	—	—	(3,825)	—	(3,825)	Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—
Restricted stock units distributed	Restricted stock units distributed	—	—	286,038	—	—	—	—	—	Restricted stock units distributed	—	—
Exercise of Common Stock options	Exercise of Common Stock options	—	—	3,000	—	3	—	—	—	3 Stock options	—	—
Payments for taxes related to net share settlement of equity awards	Payments for taxes related to net share settlement of equity awards	—	—	(34,452)	—	(48)	—	—	—	(48) equity awards	—	—
Amortization of stock- based compensation	Amortization of stock- based compensation	—	—	—	—	879	—	—	—	879 compensation	—	—
Settlement of restricted stock unit liability	Settlement of restricted stock unit liability	—	—	—	—	2,761	—	—	—	2,761 liability	—	—
Foreign currency translation adjustment	Foreign currency translation adjustment	—	—	—	—	—	1,517	—	—	1,517 adjustment	—	—
<b>Balance as of March 31, 2023</b>										<b>Balance as of March 31, 2023</b>	<b>82,527,609</b>	<b>\$187,885</b>
Net loss										Net loss	—	—
Convertible redeemable preferred stock dividends <sup>(1)</sup>										Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—
Restricted stock units distributed										Restricted stock units distributed	—	—
<b>Balance as of March 31, 2023</b>	<b>82,527,609</b>	<b>\$187,885</b>	<b>92,359,528</b>	<b>\$ 92</b>	<b>\$1,694,378</b>	<b>\$ (14,423)</b>	<b>\$ (1,313,285)</b>	<b>\$ (229,984)</b>	<b>\$ 136,778</b>			
Payments for taxes related to net share settlement of equity awards										Payments for taxes related to net share settlement of equity awards	—	—
Amortization of stock- based compensation										Amortization of stock- based compensation	—	—
Foreign currency translation adjustment										Foreign currency translation adjustment	—	—
<b>Balance as of June 30, 2023</b>										<b>Balance as of June 30, 2023</b>	<b>82,527,609</b>	<b>\$187,885</b>
												<b>95,086</b>

(In thousands, except share data)	Convertible Redeemable Preferred Stock		Accumulated Other Treasury Total							
			Common Stock		Additional Paid-In Capital	Comprehensive Loss	Accumulated Deficit	stock, at cost	Stockholders' Equity	
	Shares	Amount	Shares	Amount						
<b>Balance as of December 31, 2021</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>90,407,290</b>	<b>\$ 90</b>	<b>\$ 1,683,883</b>	<b>\$ (12,098)</b>	<b>\$ (1,218,715)</b>	<b>\$ (229,984)</b>	<b>\$ 223,176</b>	
Net loss	—	—	—	—	—	—	(9,276)	—	(9,276)	
Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—	—	—	—	—	(3,825)	—	(3,825)	
Restricted stock units distributed	—	—	212,246	—	—	—	—	—	—	
Exercise of Common Stock options	—	—	86,941	1	102	—	—	—	103	
Payments for taxes related to net share settlement of equity awards	—	—	(474)	—	(1)	—	—	—	(1)	
Amortization of stock-based compensation	—	—	—	—	1,908	—	—	—	1,908	
Settlement of restricted stock unit liability	—	—	—	—	1,719	—	—	—	1,719	
Other	—	—	(661)	—	(3)	—	—	—	(3)	
Foreign currency translation adjustment	—	—	—	—	(541)	—	—	—	(541)	
<b>Balance as of March 31, 2022</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>90,705,342</b>	<b>\$ 91</b>	<b>\$ 1,687,608</b>	<b>\$ (12,639)</b>	<b>\$ (1,231,816)</b>	<b>\$ (229,984)</b>	<b>\$ 213,260</b>	

(In thousands, except share data)	Convertible Redeemable Preferred Stock		Accumulated Other Treasury Total							
			Common Stock		Additional Paid-In Capital	Comprehensive Loss	Accumulated Deficit	stock, at cost	Stockholders' Equity	
	Shares	Amount	Shares	Amount						
<b>Balance as of December 31, 2021</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>90,407,290</b>	<b>\$ 90</b>	<b>\$ 1,683,883</b>	<b>\$ (12,098)</b>	<b>\$ (1,218,715)</b>	<b>\$ (229,984)</b>	<b>\$ 223,176</b>	
Net loss	—	—	—	—	—	—	(9,276)	—	(9,276)	
Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—	—	—	—	—	(3,825)	—	(3,825)	
Restricted stock units distributed	—	—	212,246	—	—	—	—	—	—	
Exercise of Common Stock options	—	—	86,941	1	102	—	—	—	103	
Payments for taxes related to net share settlement of equity awards	—	—	(474)	—	(1)	—	—	—	(1)	
Amortization of stock-based compensation	—	—	—	—	1,908	—	—	—	1,908	
Settlement of restricted stock unit liability	—	—	—	—	1,719	—	—	—	1,719	
Foreign currency translation adjustment	—	—	—	—	(541)	—	—	—	(541)	
Other	—	—	(661)	—	(3)	—	—	—	(3)	
<b>Balance as of March 31, 2022</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>90,705,342</b>	<b>\$ 91</b>	<b>\$ 1,687,608</b>	<b>\$ (12,639)</b>	<b>\$ (1,231,816)</b>	<b>\$ (229,984)</b>	<b>\$ 213,260</b>	
Net loss	—	—	—	—	—	—	(5,050)	—	(5,050)	
Convertible redeemable preferred stock dividends <sup>(1)</sup>	—	—	—	—	—	—	(3,868)	—	(3,868)	
Restricted stock units distributed	—	—	958,594	1	—	—	—	—	1	
Exercise of Common Stock options	—	—	745	—	—	—	—	—	—	
Payment for taxes related to net share settlement of equity awards	—	—	(12,646)	—	(23)	—	—	—	(23)	
Amortization of stock-based compensation	—	—	—	—	2,011	—	—	—	2,011	
Foreign currency translation adjustment	—	—	—	—	(4,544)	—	—	—	(4,544)	
Other	—	—	121,357	—	—	—	—	—	—	
<b>Balance as of June 30, 2022</b>	<b>82,527,609</b>	<b>\$ 187,885</b>	<b>91,773,392</b>	<b>\$ 92</b>	<b>\$ 1,689,596</b>	<b>\$ (17,183)</b>	<b>\$ (1,240,734)</b>	<b>\$ (229,984)</b>	<b>\$ 201,787</b>	

<sup>(1)</sup> Transactions for these line items were exclusively with related parties (refer to [Footnote 45](#), *Convertible Redeemable Preferred Stock and Stockholders' Equity* and [Footnote 89](#), *Related Party Transactions*, of the Notes to Condensed Consolidated Financial Statements for additional information).

See accompanying Notes to Condensed Consolidated Financial Statements.

**COMSCORE, INC.**  
**CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS**

		(Unaudited)			
(In thousands)	(In thousands)	Three Months Ended March 31,		Six Months Ended June 30,	
		2023	2022	(In thousands)	2023
<b>Operating activities:</b>	<b>Operating activities:</b>			<b>Operating activities:</b>	
Net loss	Net loss	\$ (8,671)	\$ (9,276)	Net loss	\$ (53,580)
Adjustments to reconcile net loss to net cash provided by operating activities:	Adjustments to reconcile net loss to net cash provided by operating activities:			Adjustments to reconcile net loss to net cash provided by operating activities:	\$ (14,326)
Impairment of goodwill				Impairment of goodwill	44,100
Depreciation	Depreciation	4,724	4,191	Depreciation	9,593
Amortization of intangible assets	Amortization of intangible assets	2,811	6,779	Amortization of intangible assets	3,612
Change in fair value of warrants liability		1,815	(2,435)		
Non-cash operating lease expense	Non-cash operating lease expense	1,395	1,483	Non-cash operating lease expense	2,847
Stock-based compensation expense	Stock-based compensation expense	1,117	2,536	Stock-based compensation expense	2,778
Deferred tax provision		566	513		
Amortization expense of finance leases	Amortization expense of finance leases	429	704	Amortization expense of finance leases	849
Deferred tax (benefit) provision				Deferred tax (benefit) provision	(675)
Change in fair value of warrants liability				Change in fair value of warrants liability	227
Change in fair value of contingent consideration liability	Change in fair value of contingent consideration liability	96	2,348	Change in fair value of contingent consideration liability	155
Other	Other	254	469	Other	860
<b>Changes in operating assets and liabilities:</b>	<b>Changes in operating assets and liabilities:</b>			<b>Changes in operating assets and liabilities:</b>	
Accounts receivable	Accounts receivable	5,868	7,301	Accounts receivable	14,301
Prepaid expenses and other assets	Prepaid expenses and other assets	38	(1,270)	Prepaid expenses and other assets	2,093
Accounts payable, accrued expenses and other liabilities	Accounts payable, accrued expenses and other liabilities	(4,914)	(2,288)	Accounts payable, accrued expenses and other liabilities	(4,094)
Contract liabilities and customer advances	Contract liabilities and customer advances	3,540	3,209	Contract liabilities and customer advances	(3,070)
Operating lease liabilities	Operating lease liabilities	(1,817)	(1,856)	Operating lease liabilities	(3,778)
Net cash provided by operating activities	Net cash provided by operating activities	7,251	12,408	Net cash provided by operating activities	16,218
<b>Investing activities:</b>	<b>Investing activities:</b>			<b>Investing activities:</b>	

Capitalized internal-use software costs	Capitalized internal-use software costs	(5,345)	(3,452)	Capitalized internal-use software costs	(10,884)	(7,587)
Purchases of property and equipment	Purchases of property and equipment	(487)	(347)	Purchases of property and equipment	(1,122)	(669)
Net cash used in investing activities	Net cash used in investing activities	(5,832)	(3,799)	Net cash used in investing activities	(12,006)	(8,256)
<b>Financing activities:</b>	<b>Financing activities:</b>			<b>Financing activities:</b>		
Contingent consideration payment at initial value	Contingent consideration payment at initial value	(1,037)	—	Contingent consideration payment at initial value	(1,037)	—
Principal payments on finance leases	Principal payments on finance leases	(445)	(796)	Principal payments on finance leases	(888)	(1,456)
Payments for dividends on convertible redeemable preferred stock <sup>(1)</sup>				Payments for dividends on convertible redeemable preferred stock <sup>(1)</sup>		(15,512)
Other	Other	(174)	48	Other	(254)	(21)
Net cash used in financing activities	Net cash used in financing activities	(1,656)	(748)	Net cash used in financing activities	(2,179)	(16,989)
Effect of exchange rate changes on cash, cash equivalents and restricted cash	Effect of exchange rate changes on cash, cash equivalents and restricted cash	467	(86)	Effect of exchange rate changes on cash, cash equivalents and restricted cash	580	(1,208)
Net increase in cash, cash equivalents and restricted cash		230	7,775			
Net increase (decrease) in cash, cash equivalents and restricted cash				Net increase (decrease) in cash, cash equivalents and restricted cash	2,613	(2,220)
Cash, cash equivalents and restricted cash at beginning of period	Cash, cash equivalents and restricted cash at beginning of period	20,442	22,279	Cash, cash equivalents and restricted cash at beginning of period	20,442	22,279
Cash, cash equivalents and restricted cash at end of period	Cash, cash equivalents and restricted cash at end of period	\$ 20,672	\$ 30,054	Cash, cash equivalents and restricted cash at end of period	\$ 23,055	\$ 20,059
(1) Transactions for this line item were exclusively with related parties (refer to <a href="#">Footnote 9, Related Party Transactions</a> , of the Notes to Condensed Consolidated Financial Statements for additional information).						
<b>As of March 31,</b>						
<b>2023</b>						
Cash and cash equivalents	Cash and cash equivalents	\$ 20,274	\$ 29,629	Cash and cash equivalents	\$ 22,657	\$ 19,634
Restricted cash	Restricted cash	398	425	Restricted cash	398	425
<b>As of June 30,</b>						
<b>2023</b>						
Cash and cash equivalents	Cash and cash equivalents	\$ 20,274	\$ 29,629	Cash and cash equivalents	\$ 22,657	\$ 19,634
Restricted cash	Restricted cash	398	425	Restricted cash	398	425

Total cash, cash equivalents and restricted cash	Total cash, cash equivalents and restricted cash	Total cash, cash equivalents and restricted cash	Total cash, cash equivalents and restricted cash
Three Months Ended March 31,			
		2023	2022
<b>Supplemental disclosures of non-cash investing and financing activities:</b>			
Convertible redeemable preferred stock dividends accrued but not yet paid (related parties)		\$ 3,825	\$ 3,825
Settlement of restricted stock unit liability		2,761	1,719
Right-of-use assets obtained in exchange for operating lease liabilities		1,239	—
Change in accounts payable and accrued expenses related to capital expenditures		1,113	722

Six Months Ended June 30,			
		2023	2022
<b>Supplemental disclosures of non-cash investing and financing activities:</b>			
Convertible redeemable preferred stock dividends accrued but not yet paid (related parties)		\$ 7,697	—
Settlement of restricted stock unit liability		2,761	1,719
Right-of-use assets obtained in exchange for operating lease liabilities		1,239	—
Change in accounts payable and accrued expenses related to capital expenditures		722	979
Right-of-use assets obtained in exchange for finance lease liabilities		—	1,106

See accompanying Notes to Condensed Consolidated Financial Statements.

**COMSCORE, INC.**  
**NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS**

## 1. Organization

comScore, Inc., together with its consolidated subsidiaries (collectively, "Comscore" or the "Company"), headquartered in Reston, Virginia, is a global information and analytics company that measures audiences, consumer behavior and advertising across media platforms.

Operating segments are defined as components of a business that can earn revenues and incur expenses for which discrete financial information is available that is evaluated on a regular basis by the chief operating decision maker ("CODM"). The Company's CODM is its Chief Executive Officer ("CEO"), who decides how to allocate resources and assess performance. The Company has one operating segment. A single management team reports to the CODM, who manages the entire business. The Company's CODM reviews consolidated results of operations to make decisions, allocate resources and assess performance and does not evaluate the profit or loss from any separate geography or product line.

## 2. Summary of Significant Accounting Policies

### Basis of Presentation and Consolidation

The accompanying Condensed Consolidated Financial Statements include the accounts of the Company and its wholly-owned domestic and foreign subsidiaries. All intercompany transactions and balances are eliminated upon consolidation.

### Reclassification

Certain amounts in the prior year financial statements have been reclassified to conform to the current year presentation. Specifically, accrued dividends have been separated from other current liabilities on the Condensed Consolidated Balance Sheets.

### Unaudited Interim Financial Information

The interim Condensed Consolidated Financial Statements included in this quarterly report have been prepared by the Company and are unaudited, pursuant to the rules and regulations of the United States Securities and Exchange Commission ("SEC"). Certain information and footnote disclosures normally included in financial statements prepared in accordance with generally accepted accounting principles in the United States ("GAAP") have been condensed or omitted pursuant to such rules and regulations. However, the Company believes that the disclosures contained in this quarterly report comply with the requirements of Section 13(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), for a quarterly report on Form 10-Q and are adequate to make the information presented not misleading. The interim Condensed Consolidated Financial Statements included herein reflect all adjustments (consisting of normal recurring adjustments) which are, in the opinion of management, necessary for a fair presentation of the financial position, results of operations and cash flows for the interim periods presented. These interim Condensed Consolidated Financial Statements should be read in conjunction with the Consolidated Financial Statements and Notes thereto contained in the Company's Annual Report on [Form 10-K](#) for the year ended December 31, 2022 (the "2022 10-K"). The Condensed Consolidated Results of Operations for the three and six months ended [March 31, 2023](#) [June 30, 2023](#) are not necessarily indicative of the results to be

anticipated for the entire year ending December 31, 2023 or thereafter. All references to **March 31, 2023** **June 30, 2023** and 2022 in the Notes to Condensed Consolidated Financial Statements are unaudited.

#### ***Use of Estimates and Judgments in the Preparation of the Condensed Consolidated Financial Statements***

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the reported amounts of revenue and expense during the reporting periods. Significant estimates and judgments are inherent in the analysis and the measurement of management's standalone selling price, principal versus agent revenue recognition, determination of performance obligations, determination of transaction price, including the determination of variable consideration and allocation of transaction price to performance obligations, deferred tax assets and liabilities, including the identification and quantification of income tax liabilities due to uncertain tax positions, the valuation and recoverability of goodwill, intangible and other long-lived assets, the determination of appropriate discount rates for lease accounting, the probability of exercising either lease renewal or termination clauses, the assessment of potential loss from contingencies, the fair value determination of contingent consideration from business combinations, financing-related liabilities and warrants, and the valuation of options, performance-based and market-based stock awards. Management bases its estimates and assumptions on historical experience and on various other factors that are believed to be reasonable under the circumstances.

Due to the inherent uncertainty involved in making estimates, actual results reported in future periods may be affected by changes in those estimates. The Company evaluates its estimates and assumptions on an ongoing basis.

#### ***Goodwill***

The Company tests goodwill for impairment annually during the fourth quarter as of October 1, or more frequently when events or changes in circumstances indicate that fair value is below carrying value.

The Company has a single reporting unit. Accordingly, the impairment assessment for goodwill is performed at the enterprise level. Goodwill is reviewed for possible impairment between annual tests if an event occurs or circumstances change that would more likely than not reduce the fair

value of the reporting unit below its carrying value. The Company has the option to first perform qualitative testing to determine whether it is more likely than not that the fair value of the reporting unit is less than its carrying value. The qualitative evaluation is an assessment of factors, including operating results and cost factors, as well as industry, market and macroeconomic conditions, to determine whether it is more likely than not that the fair value of the reporting unit is less than the respective carrying amount, including goodwill. If the Company chooses not to complete a qualitative assessment or if the initial assessment indicates that it is more likely than not that the carrying value of the reporting unit exceeds its estimated fair value, additional quantitative testing is required.

The fair value of the reporting unit is determined utilizing a discounted cash flow model, and a market value approach is utilized to supplement the discounted cash flow model. The estimated fair value of a reporting unit is determined based on assumptions regarding estimated future cash flows, discount rates, long-term growth rates and market values. Additionally, the Company considers income tax effects from any tax-deductible goodwill on the carrying amount of the reporting unit when measuring the goodwill impairment charge.

The Company monitors for events and circumstances that could negatively impact the key assumptions in determining fair value, including long-term revenue growth projections, profitability, discount rates, volatility in the Company's market capitalization, and general industry, market and macroeconomic conditions.

As of June 30, 2023, the Company concluded that it was more likely than not that the estimated fair value of its reporting unit was less than its carrying value. In its assessment, the Company considered the decline in the Company's stock price and market capitalization among other factors. The Company performed a quantitative goodwill impairment test using a discounted cash flow model, supported by a market approach. The Company's reporting unit did not pass the goodwill impairment test, and as a result, the Company recorded a \$44.1 million non-cash impairment charge.

For further information refer to [Footnote 4. Goodwill](#).

#### ***Preferred Stock***

In January 2021, the Company entered into separate Securities Purchase Agreements with each of Charter Communications Holding Company, LLC ("Charter"), Qurate Retail, Inc. ("Qurate" (together with its affiliate Qurate SCOR, LLC, "Qurate") and Pine Investor, LLC ("Pine") (the "Securities Purchase Agreements") for the issuance and sale of shares of Series B Convertible Preferred Stock, par value \$0.001 ("Preferred Stock") described in [Footnote 4.5. Convertible Redeemable Preferred Stock and Stockholders' Equity](#). The issuance of the Preferred Stock pursuant to the Securities Purchase Agreements (the "Transactions") and related matters were approved by the Company's stockholders on March 9, 2021 and completed on March 10, 2021.

On May 16, 2023, Qurate sold 27,509,203 shares of Preferred Stock to Liberty Broadband Corporation ("Liberty") in a privately negotiated transaction.

The Preferred Stock is contingently redeemable upon certain deemed liquidation events, such as a change in control. Because a deemed liquidation event could constitute a redemption event outside of the Company's control, all shares of Preferred Stock have been presented outside of permanent equity in mezzanine equity on the Condensed Consolidated Balance Sheets. The instrument was initially recognized at fair value

net of issuance costs. The Company reassesses whether the Preferred Stock is currently redeemable, or probable to become redeemable in the future, as of each reporting date. If the instrument meets either of these criteria, the Company will accrete the carrying value to the redemption value. The Preferred Stock has not been adjusted to its redemption amount as of **March 31, 2023** **June 30, 2023** because a deemed liquidation event is not considered probable.

The Preferred Stock includes a change of control put option which allows the holders of the Preferred Stock to require the Company to repurchase such holders' shares in cash in an amount equal to the initial purchase price plus accrued dividends. The change of control put option was determined to be a derivative liability. As of **March 31, 2023** **June 30, 2023**, the probability of a change of control was determined to be remote and the fair value of the change of control derivative was determined to be negligible.

#### ***Warrants Liability***

In June 2019, the Company issued warrants to CVI Investments, Inc. ("CVI") in connection with the private placement described in [Footnote 45, Convertible Redeemable Preferred Stock and Stockholders' Equity](#). The warrants were determined to be freestanding financial instruments that qualify for liability treatment as a result of net cash settlement features associated with a cap on the issuance of shares, under certain circumstances, or upon a change of control. Changes in the fair value of these instruments are recorded in other income (expense) income, net in the Condensed Consolidated Statements of Operations and Comprehensive Loss.

The fair value of each warrant is estimated utilizing an option pricing model. Significant valuation inputs include the exercise price, price and expected volatility of the Company's Common Stock, risk-free rate, and the remaining term of the warrants. As of [March 31, 2023](#) [June 30, 2023](#), the probability of a change of control was determined to be remote and did not require an enhancement to the valuation technique.

#### Other Income (Expense) Income, Net

Other income (expense) income, net represents income and expenses incurred that are generally not recurring in nature or are not part of the Company's normal operations. The following is a summary of the components of other income (expense) income, net:

(In thousands)	Three Months Ended March 31,		Three Months Ended June 30,		Six Months Ended June 30,			
	(In thousands)	2023	(In thousands)	2023	2022	2023	2022	
Change in fair value of warrants liability	Change in fair value of warrants liability	\$ (1,815)	\$ 2,435	\$ 1,588	\$ 4,560	\$ (227)	\$ 6,995	
Other	Other	3	(2)	21	(3)	24	(5)	
Total other (expense) income, net		\$ (1,812)	\$ 2,433					
Total other income (expense), net				Total other income (expense), net	\$ 1,609	\$ 4,557	\$ (203)	\$ 6,990

#### Loss Per Share

The Company uses the two-class method to calculate net loss per share. The two-class method is an earnings allocation formula that treats a participating security as having rights to earnings that otherwise would have been available to common stockholders. Under the two-class method, earnings for the period are allocated between common stockholders and participating security holders based on their respective rights to receive dividends as if all undistributed book earnings for the period were distributed.

Basic loss per share is computed by dividing total net loss available to common stockholders by the weighted-average number of common shares outstanding for the period. This includes the effect of vested and deferred stock units granted to members of the Company's Board of Directors ("Board") and certain employees. These awards are expected to be settled in shares of Common Stock and generally distributed upon the earlier of the individual's separation from service or a change of control. Diluted loss per share includes the effect of potential common shares, such as the Company's Preferred Stock, warrants, stock options and restricted stock units, and contingent consideration liability to the extent the effect is dilutive. In periods with a net loss available to common stockholders, the anti-dilutive effect of these potential common shares is excluded and diluted net loss per share is equal to basic net loss per share.

The following is a summary of the Common Stock equivalents for the securities outstanding during the respective periods that have been excluded from the computation of diluted net loss per common share, as their effect would be anti-dilutive:

	Three Months Ended March 31,		Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022	2023	2022
Preferred stock (1)	Preferred stock (1)	85,708,361	85,708,361	Preferred stock (1)	87,255,753	87,255,753
Warrants	Warrants	5,457,026	5,457,026	Warrants	5,457,026	5,457,026
Stock options and restricted stock units	Stock options and restricted stock units	5,661,332	4,672,593	Stock options and restricted stock units	6,291,041	4,461,988
Contingent consideration (2)	Contingent consideration (2)	3,980,488	2,955,326	Contingent consideration (2)	6,044,444	4,174,757
Total	Total	100,807,207	98,793,306	Total	105,048,264	101,349,524
					103,187,022	99,906,755

(1) Includes the effect of potential Common Stock that would be issued to settle unpaid dividends accrued to holders of the Preferred Stock if they elected to convert their shares at the beginning of the period.

(2) A contingent consideration liability was recognized as part of the Company's acquisition of Shareable, Inc. ("Shareable") in December 2021. The liability payments may be settled in any combination of cash or shares of Common Stock (at the Company's election) based on the volume-weighted average trading price of the Common Stock for the ten trading days prior to the date of each payment. Settlement of this liability in Common Stock could potentially dilute basic earnings per share in future periods. The Company paid \$3.6 million of the total \$3.7 million first installment in cash [through the first](#) [second](#) quarter of 2023. The remaining amount of the first installment [is expected to](#) [will be paid](#) [settled in cash in the second quarter of 2023](#), and is therefore excluded from Common Stock equivalents herein. The Company calculated a potential anti-dilutive share count based on the remaining expected payments totaling \$4.9 million and the [\\$1.23](#) [\\$0.81](#) per share closing price

of the Company's Common Stock on the Nasdaq Global Select Market on **March 31, 2023** **June 30, 2023**. The Company calculated a potential anti-dilutive share count based on the expected payments totaling \$8.6 million and the **\$2.91** **\$2.06** per share closing price of the Company's Common Stock on the Nasdaq Global Select Market on **March 31, 2022** **June 30, 2022**.

#### Income Taxes

A significant portion of the Company's net operating loss carryforwards are subject to an annual limitation under Section 382 of the Internal Revenue Code. The Company anticipates the Transactions may have triggered further limitations but has not yet reached a final conclusion as to whether an ownership change occurred and to what extent its net operating loss carryforwards are further limited. If an ownership change occurred as a result of the Transactions, the annual limitation under Section 382 may cause a significant portion of the Company's net operating loss carryforwards to expire prior to use. Due to the Company's valuation allowance position in the United States, the required revaluation of its deferred tax assets related to these limited U.S. federal and state net operating loss carryforwards is not expected to have a material impact on the Condensed Consolidated Financial Statements or related disclosures.

#### 3. Revenue Recognition

The following table presents the Company's revenue disaggregated by solution group, geographical market and timing of transfer of products and services. The Company attributes revenue to geographical markets based on the location of the customer. The Company has one reportable

segment in accordance with ASC 280, *Segment Reporting*; as such, the disaggregation of revenue below reconciles directly to its unique reportable segment.

(In thousands)	(In thousands)	Three Months Ended March 31,		(In thousands)	Three Months Ended June 30,		Six Months Ended June 30,	
		2023	2022		2023	2022	2023	2022
<b>By solution group:</b>								
Digital Ad Solutions	Digital Ad Solutions	\$ 50,447	\$ 53,137	Digital Ad Solutions	\$ 52,649	\$ 51,630	\$ 103,096	\$ 104,767
Cross Platform Solutions	Cross Platform Solutions	41,111	40,829	Cross Platform Solutions	41,035	39,804	82,146	80,633
Total	Total	\$ 91,558	\$ 93,966	Total	\$ 93,684	\$ 91,434	\$ 185,242	\$ 185,400
<b>By geographical market:</b>								
United States	United States	\$ 82,641	\$ 84,082	United States	\$ 84,999	\$ 81,631	\$ 167,640	\$ 165,713
Europe	Europe	4,683	5,207	Europe	4,545	4,475	9,228	9,682
Latin America	Latin America	1,720	1,790	Latin America	1,705	2,136	3,425	3,926
Canada	Canada	1,421	1,819	Canada	1,420	2,174	2,841	3,993
Other	Other	1,093	1,068	Other	1,015	1,018	2,108	2,086
Total	Total	\$ 91,558	\$ 93,966	Total	\$ 93,684	\$ 91,434	\$ 185,242	\$ 185,400
<b>By timing of revenue recognition:</b>								
Products and services transferred over time	Products and services transferred over time	\$ 77,656	\$ 77,944	Products and services transferred over time	\$ 78,968	\$ 76,738	\$ 156,624	\$ 154,682
Products and services transferred at a point in time	Products and services transferred at a point in time	13,902	16,022	Products and services transferred at a point in time	14,716	14,696	28,618	30,718
Total	Total	\$ 91,558	\$ 93,966	Total	\$ 93,684	\$ 91,434	\$ 185,242	\$ 185,400

#### Contract Balances

The following table provides information about receivables, contract assets, contract liabilities and customer advances from contracts with customers:

(In thousands)	(In thousands)	As of		(In thousands)	As of		As of	
		March 31, 2023	December 31, 2022		June 30, 2023	December 31, 2022		
Accounts receivable, net	Accounts receivable, net	\$ 62,988	\$ 68,457	Accounts receivable, net	\$ 54,404	\$ 68,457		

Current and non-current contract assets	Current and non-current contract assets	6,540	6,736	Current and non-current contract assets	6,149	6,736
Current contract liabilities	Current contract liabilities	56,868	52,944	Current contract liabilities	52,737	52,944
Current customer advances	Current customer advances	11,688	11,527	Current customer advances	9,567	11,527
Non-current contract liabilities	Non-current contract liabilities	355	887	Non-current contract liabilities	110	887

Significant changes in the current contract liabilities balance are as follows:

(In thousands)	(In thousands)	Three Months Ended March 31,		Six Months Ended June 30,	
		2023	2022	2023	2022
Revenue recognized that was included in the opening contract liabilities balance	Revenue recognized that was included in the opening contract liabilities balance	\$ (30,307)	\$ (34,979)	\$ (41,009)	\$ (43,405)
Cash received or amounts billed in advance and not recognized as revenue	Cash received or amounts billed in advance and not recognized as revenue	37,070	39,950	40,832	44,740

#### **Remaining Performance Obligations**

As of **March 31, 2023** **June 30, 2023**, approximately **\$230 million** **\$220 million** of revenue is expected to be recognized from remaining performance obligations that are unsatisfied (or partially unsatisfied) for non-cancelable contracts with an original expected duration of longer than one year. The Company

expects to recognize revenue on approximately **39%** **28%** of these remaining performance obligations during the remainder of 2023, approximately **32%** **39%** in 2024, and approximately **15%** **18%** in 2025, with the remainder recognized thereafter.

#### **4. Goodwill**

The Company tests goodwill for impairment annually during the fourth quarter as of October 1, or more frequently when events or changes in circumstances indicate that fair value is below carrying value. As of June 30, 2023, the Company concluded that it was more likely than not that the estimated fair value of its reporting unit was less than its carrying value. In its assessment, the Company considered the decline in the Company's stock price and market capitalization, among other factors. The Company performed quantitative testing on its reporting unit using a discounted cash flow model (a form of the income approach) utilizing Level 3 unobservable inputs, supported by a market approach. The Company relied in part on the work of an independent valuation firm engaged by the Company to provide inputs as to the fair value of the reporting unit and to assist in the related calculations and analysis.

The Company's reporting unit did not pass the goodwill impairment test, and as a result the Company recorded a \$44.1 million impairment charge for the three months ended June 30, 2023.

The change in the carrying value of goodwill is as follows:

(In thousands)		
Balance as of December 31, 2021		\$ 435,711
Translation adjustments		(1,438)
Impairment charge		(46,300)
Balance as of December 31, 2022		\$ 387,973
Translation adjustments		193
Impairment charge		(44,100)
Balance as of June 30, 2023		\$ 344,066

## 5. Convertible Redeemable Preferred Stock and Stockholders' Equity

### 2021 Issuance of Preferred Stock

On March 10, 2021, the Company issued and sold 82,527,609 shares of Preferred Stock in exchange for aggregate gross proceeds of \$204.0 million. Net proceeds from the Transactions totaled \$187.9 million after deducting issuance costs.

The Preferred Stock is convertible at the option of the holders at any time into shares of Common Stock based on a conversion rate set in accordance with the Certificate of Designations of the Preferred Stock. The conversion right is subject to certain anti-dilution adjustments and customary provisions related to partial dividend periods. As of **March 31, 2023** **June 30, 2023**, each share of Preferred Stock would have been convertible into **1.057292** **1.076270** shares of Common Stock, with such assumed conversion rate scheduled to return to 1.00 upon payment of accrued dividends on **June 30, 2023**, dividends.

As of **March 31, 2023** **June 30, 2023**, no shares of Preferred Stock have been converted into Common Stock.

The holders of Preferred Stock are entitled to participate in all dividends declared on the Common Stock on an as-converted basis and are also entitled to a cumulative dividend at the rate of 7.5% per annum, payable annually in arrears and subject to increase under certain circumstances. In addition, such holders are entitled to request, and the Company will take all actions reasonably necessary to pay, a one-time dividend ("Special Dividend") equal to the highest dividend that the Company's Board determines can be paid at the applicable time (or a lesser amount agreed upon by the holders), subject to additional conditions and limitations set forth in a Stockholders Agreement entered into by the Company and the holders on March 10, 2021 (the "Stockholders Agreement"). As set forth in the Stockholders Agreement, the Company may be obligated to obtain debt financing in order to effectuate the Special Dividend.

At an annual meeting of stockholders of the Company held on June 15, 2023 (the "Annual Meeting"), the Company's stockholders approved proposals permitting the payment of annual dividends on the Preferred Stock in the form of cash, shares of Common Stock, additional shares of Preferred Stock, or a combination thereof. On the same date, each holder of Preferred Stock waived its right to receive on June 30, 2023 the annual dividends otherwise payable by the Company on that date (the "Waivers"), and the Company's Board of Directors elected to defer the June 30, 2023 payment. Under the Waivers and the Certificate of Designations governing the Preferred Stock, the deferred dividends will accrue and accumulate at a rate of 9.5% per year from June 30, 2023 until declared and paid, with payment to occur on or before December 31, 2023 subject to certain conditions. As of June 30, 2023, accrued dividends for the Preferred Stock totaled \$15.6 million.

### 2019 Issuance and Sale of Common Stock and Warrants

On June 23, 2019, the Company entered into a Securities Purchase Agreement with CVI, pursuant to which CVI agreed to purchase (i) 2,728,513 shares of Common Stock (the "Initial Shares"), at a price of 7.33 per share and (ii) Series A Warrants, Series B-1 Warrants, Series B-2 Warrants and Series C Warrants, for aggregate gross proceeds of \$20.0 million (the "Private Placement"). The Private Placement closed on June 26, 2019 (the "CVI Closing Date"). The Series B-1 Warrants and Series B-2 Warrants expired in 2020.

The Series C Warrants were exercised on October 10, 2019. As a result of this exercise, the Company issued 2,728,513 shares of Common Stock to CVI on October 14, 2019. In addition, the number of shares issuable under the Company's Series A Warrants was increased by 2,728,513.

The Series A Warrants are exercisable by the holders for a period of five years from the CVI Closing Date and are currently exercisable into 5,457,026 shares of Common Stock. The Series A Warrants may be exercised for cash or through a net settlement feature under certain circumstances.

The exercise price for the Series A Warrants is subject to anti-dilution adjustment in certain circumstances, including upon certain issuances of capital stock. Upon the issuance of the Preferred Stock in 2021, the Company adjusted the exercise price of the Series A Warrants from \$12.00 to \$2.4719 per share, the closing price of the Transactions. On March 15, 2023, the Company granted Common Stock awards to certain non-executive employees valued at \$1.01 per share (the closing price of the Common Stock on March 15, 2023) under the Company's annual incentive compensation plan, resulting in a further adjustment of the Series A Warrants exercise price from \$2.4719 to \$1.01 per share. The estimated fair value of the Series A Warrants immediately after the exercise price adjustment on March 15, 2023 was \$1.7 million, reflecting an increase of \$1.0 million compared to the value as of December 31, 2022.

CVI will not have the right to exercise any warrant that would result in CVI beneficially owning more than 4.99% of the outstanding Common Stock after giving effect to such exercise. CVI has the right, in its discretion, to raise this threshold up to 9.99% with 60 days' notice to the Company. In addition, if and to the extent the exercise of any warrants would, together with the issuances of the Initial Shares and the shares

issued pursuant to the exercise of any other warrants, result in the issuance of 20.0% or more of the outstanding Common Stock of the Company on the CVI Closing Date, the Company intends to, in lieu of issuing such shares, settle the obligation to issue such shares in cash.

The estimated fair value of the Series A Warrants as of **March 31, 2023** **June 30, 2023** was **\$2.5 million** **\$0.9 million**. Refer to [Footnote 67, Fair Value Measurements](#), for further information.

### 5.6. Debt

#### Revolving Credit Agreement

On May 5, 2021, the Company entered into a senior secured revolving credit agreement (the "Revolving Credit Agreement") among the Company, as borrower, certain subsidiaries of the Company, as guarantors, Bank of America N.A., as administrative agent (in such capacity, the "Agent"), and the lenders from time to time party thereto.

The Revolving Credit Agreement had an original borrowing capacity equal to \$25.0 million and bore interest on borrowings at a Eurodollar Rate (as defined in the Revolving Credit Agreement) that was based on LIBOR. The Company may also request the issuance of letters of credit under

the Revolving Credit Agreement in an aggregate amount up to \$5.0 million, which reduces the amount of available borrowings by the amount of such issued and outstanding letters of credit. The facility has a maturity of three years from the closing date of the agreement.

On February 25, 2022, the Company entered into an amendment (the "2022 Amendment") to the Revolving Credit Agreement to expand its aggregate borrowing capacity from \$25.0 million to \$40.0 million. The 2022 Amendment also replaced the Eurodollar Rate with a SOFR-based interest rate and modified the Applicable Rate definition in the Revolving

Credit Agreement to increase the Applicable Rate payable on SOFR-based loans to 2.50%. Finally, the amendment modified certain financial covenants under the Revolving Credit Agreement.

On February 24, 2023, the Company entered into an additional amendment (the "2023 Amendment") to the Revolving Credit Agreement. Among other things, the 2023 Amendment (i) increased the minimum Consolidated EBITDA and Consolidated Asset Coverage Ratio financial covenant requirements under the Revolving Credit Agreement, (ii) modified the measurement periods for certain financial covenants contained in the Revolving Credit Agreement, (iii) introduced a minimum liquidity covenant, and (iv) modified the Applicable Rate definition in the Revolving Credit Agreement to increase the Applicable Rate payable on SOFR-based loans to 3.50%.

As modified, the Revolving Credit Agreement requires the Company to maintain:

- minimum Consolidated EBITDA (as defined in the Revolving Credit Agreement) of not less than \$22.0 million, \$24.0 million, \$32.0 million and \$35.0 million for the most recently ended four fiscal quarter period, tested as of the last day of the fiscal quarters ending on March 31, June 30, September 30 and December 31, 2023, respectively;
- a minimum Consolidated Asset Coverage Ratio (as defined in the Revolving Credit Agreement) of not less than 2.0 to 1.0, tested as of the last day of each calendar month through maturity of the Revolving Credit Agreement;
- a minimum Consolidated Fixed Charge Coverage Ratio (as defined in the Revolving Credit Agreement) of not less than 1.25 to 1.0 for the most recently ended four fiscal quarter period, tested as of the last day of each fiscal quarter ending on or after March 31, 2024; and
- minimum Liquidity (as defined in the Revolving Credit Agreement) of \$28.0 million, tested as of the last business day of each calendar month through maturity of the Revolving Credit Agreement.

The Revolving Credit Agreement contains restrictive covenants that limit the Company's ability to, among other things, incur additional indebtedness or liens, make investments and loans, enter into mergers and acquisitions, make or declare dividends and other payments, enter into certain contracts, sell assets and engage in transactions with affiliates. The Revolving Credit Agreement is also subject to customary events of default, including a change in control. If an event of default occurs and is continuing, the Agent or the Required Lenders may accelerate any amounts outstanding and terminate lender commitments. The Company was in compliance with the covenants under the amended Revolving Credit Agreement as of **March 31, 2023** **June 30, 2023**.

The Revolving Credit Agreement is guaranteed by the Company and its domestic subsidiaries (other than Excluded Subsidiaries (as defined in the Revolving Credit Agreement)) and is secured by a first lien security interest in substantially all assets of the Company and its domestic subsidiaries (other than Excluded Subsidiaries), subject to certain customary exclusions.

As of **March 31, 2023** **June 30, 2023**, the Company had outstanding borrowings of \$16.0 million, and issued and outstanding letters of credit of \$3.4 million, under the amended Revolving Credit Agreement, with remaining borrowing capacity of \$20.6 million. During the three months ended June 30, 2023, the Company reclassified the outstanding borrowings to current liabilities from non-current liabilities as the facility matures in May 2024.

## 6.7. Fair Value Measurements

The Company's financial instruments measured at fair value in the accompanying Condensed Consolidated Balance Sheets on a recurring basis consist of the following:

(In thousands)	(In thousands)	As of				As of				As of				As of				
		March 31, 2023				December 31, 2022				June 30, 2023				December 31, 2022				
		Level 1	Level 2	Level 3	Total	Level 1	Level 2	3	Total	Level 1	Level 2	3	Total	Level 1	Level 2	3	Total	
<b>Assets</b>	<b>Assets</b>									<b>Assets</b>								
Money market funds	Money market funds									Money market funds								
(1)	(1)	\$ 2,480	\$ —	\$ —	\$ 2,480	\$ 2,455	\$ —	\$ —	\$ 2,455	(1)	\$ 109	\$ —	\$ —	\$ 109	\$ 2,455	\$ —	\$ —	\$ 2,455
<b>Liabilities</b>	<b>Liabilities</b>									<b>Liabilities</b>								
Contingent consideration liability (2)	Contingent consideration liability (2)	\$ —	\$ 4,672	\$ —	\$ 4,672	\$ —	\$ 8,158	\$ —	\$ 8,158	Contingent consideration liability (2)	\$ —	\$ 4,701	\$ —	\$ 4,701	\$ —	\$ 8,158	\$ —	\$ 8,158
Warrants liability (3)	Warrants liability (3)	—	—	2,533	2,533	—	—	718	718	Warrants liability (3)	—	—	945	945	—	—	718	718
<b>Total liabilities</b>	<b>Total liabilities</b>	<b>\$ —</b>	<b>\$ 4,672</b>	<b>\$ 2,533</b>	<b>\$ 7,205</b>	<b>\$ —</b>	<b>\$ 8,158</b>	<b>\$ 718</b>	<b>\$ 8,876</b>	<b>Total liabilities</b>	<b>\$ —</b>	<b>\$ 4,701</b>	<b>\$ 945</b>	<b>\$ 5,646</b>	<b>\$ —</b>	<b>\$ 8,158</b>	<b>\$ 718</b>	<b>\$ 8,876</b>

(1) Level 1 cash equivalents are invested in money market funds that are intended to maintain a stable net asset value of \$1.00 per share by investing in liquid, high quality U.S. dollar-denominated money market instruments with maturities less than three months.

(2) The fair value of this liability as of **March 31, 2023** **June 30, 2023** and December 31, 2022 is derived from a technique which utilizes market-corroborated inputs that result in classification as a Level 2 fair value measurement as of such date. The non-current portion of the contingent consideration liability is classified within non-current liabilities in the Condensed Consolidated Balance Sheets. The current portion of the contingent consideration liability was \$3.6 million and \$7.1 million as of **March 31, 2023** **June 30, 2023** and December 31, 2022, respectively. The non-current portion of the contingent consideration liability was **\$1.1 million as of June 30, 2023** and **\$1.0 million as of March 31, 2023 and December 31, 2022, respectively**.

(3) The fair value of this liability is derived from a technique which utilizes inputs, certain of which are significant and unobservable, that result in classification as a Level 3 fair value measurement. Warrants liability includes only the Series A warrants as of **March 31, 2023** **June 30, 2023** and December 31, 2022.

The elimination of the option pricing model used to value the contingent consideration liability reflected a change in the Company's valuation technique during the three and six months ended June 30, 2022. There were no changes to the Company's valuation techniques or methodologies during the three and six months ended **March 31, 2023** or **2022**.

June 30, 2023.

The following tables present the changes in the Company's recurring Level 3 fair valued instruments for the **three** **six** months ended **March 31, 2023** **June 30, 2023** and 2022, respectively:

(in thousands)	Warrants Liability
<b>Balance as of December 31, 2022</b>	\$ 718
Total loss recognized due to remeasurement <sup>(1)</sup>	1,815 227
<b>Balance as of March 31, 2023</b> <b>June 30, 2023</b>	<b>\$ 2,533 945</b>

(1) The loss on remeasurement of the warrants liability was recorded in other **income** **(expense)** **income**, net, in the Condensed Consolidated Statements of Operations and Comprehensive Loss.

		<b>Contingent Consideration</b>				<b>Contingent Consideration</b>	
(in thousands)	(in thousands)	<b>Liability <sup>(2)</sup></b>	<b>Warrants Liability</b>	(in thousands)	<b>Liability</b>	<b>Warrants Liability</b>	
<b>Balance as of</b>	<b>Balance as of</b>			<b>Balance as of</b>			
<b>December 31, 2021</b>	<b>December 31, 2021</b>	\$ 5,600	\$ 10,520	<b>December 31, 2021</b>	\$ 5,600	\$ 10,520	
Total loss (gain) recognized due to remeasurement <sup>(1)</sup>	Total loss (gain) recognized due to remeasurement <sup>(1)</sup>	2,348	(2,435)	Total loss (gain) recognized due to remeasurement <sup>(1)</sup>	2,348	(6,995)	
<b>Balance as of March 31, 2022</b>		<b>\$ 7,948</b>	<b>\$ 8,085</b>				
Transfer to Level 2 <sup>(2)</sup>				Transfer to Level 2 <sup>(2)</sup>	<b>(7,948)</b>	—	
<b>Balance as of June 30, 2022</b>				<b>Balance as of June 30, 2022</b>	<b>\$ —</b>	<b>\$ 3,525</b>	

(1) The loss due to remeasurement of the contingent consideration liability was recorded in general and administrative expense, and the gain on remeasurement of the warrants liability was recorded in other **income** **(expense)** **income**, net, in the Condensed Consolidated Statements of Operations and Comprehensive Loss.

(2) The contingent consideration liability was transferred from Level 3 to Level 2 **in the beginning** of the second quarter of 2022 due to the resolution of the contingency regarding the amount of consideration payable.

The following table displays the valuation technique and the significant inputs, certain of which are unobservable, for the Company's Level 3 liabilities that existed as of **March 31, 2023** **June 30, 2023** and December 31, 2022 that are measured at fair value on a recurring basis:

	<b>Fair Value Measurements</b>			
	<b>Significant Valuation</b>		<b>Significant Valuation</b>	
	<b>Technique</b>	<b>Inputs</b>	<b>March 31, 2023</b>	<b>December 31, 2022</b>
Warrants liability	Option pricing	Stock price	\$ 1.23	\$ 1.16
		Exercise price	\$ 1.01	\$ 2.47
		Volatility	65.0%	65.0%
		Term	1.24 years	1.49 years
		Risk-free rate	4.6%	4.6%

	<b>Fair Value Measurements</b>			
	<b>Significant Valuation</b>		<b>Significant Valuation</b>	
	<b>Technique</b>	<b>Inputs</b>	<b>June 30, 2023</b>	<b>December 31, 2022</b>
Warrants liability	Option pricing	Stock price	\$ 0.81	\$ 1.16
		Exercise price	\$ 1.01	\$ 2.47
		Volatility	70.0%	65.0%
		Term	0.99 years	1.49 years
		Risk-free rate	5.4%	4.6%

The primary sensitivities in the valuation of the warrants liability are driven by the exercise price, the Common Stock price at the measurement date and the expected volatility of the Common Stock over the remaining term.

#### Fair Value Measurements on a Nonrecurring Basis

7. For the three months ended June 30, 2023, the Company recorded a goodwill impairment charge of \$44.1 million. Refer to [Footnote 4, Goodwill](#) for further details. The remeasurement of goodwill is classified as a non-recurring Level 3 fair value assessment due to the significance of unobservable inputs developed in the determination of the fair value. The Company used a discounted cash flow model to determine the estimated fair value of the reporting unit. The Company made estimates and assumptions regarding future cash flows, discount rates, long-term growth rates and market values to determine the reporting unit's estimated fair value. It is possible that future changes in such circumstances, or in the variables associated with the judgments, assumptions and estimates used in assessing the fair value of the reporting unit, would require the Company to record additional non-cash impairment charges.

## 8. Accrued Expenses

(In thousands)	(In thousands)	As of		(In thousands)	As of	
		March 31, 2023	December 31, 2022		June 30, 2023	December 31, 2022
Accrued data costs	Accrued data costs	\$ 17,367	\$ 18,515	Accrued data costs	\$ 17,800	\$ 18,515
Payroll and payroll-related	Payroll and payroll-related	9,791	15,118	Payroll and payroll-related	10,898	15,118
Professional fees	Professional fees	2,071	2,410	Professional fees	1,955	2,410
Restructuring accrual	Restructuring accrual	1,447	1,288	Restructuring accrual	3,284	1,288
Other	Other	5,613	6,062	Other	4,300	6,062
Total accrued expenses	Total accrued expenses	\$ 36,289	\$ 43,393	Total accrued expenses	\$ 38,237	\$ 43,393

## 8.9. Related Party Transactions

### Transactions with WPP

As of [March 31, 2023](#) [June 30, 2023](#) (based on public filings), WPP plc and its affiliates ("WPP") owned 11,319,363 shares of the Company's outstanding Common Stock, representing [12.3%](#) [11.9%](#) of the outstanding Common Stock. The Company provides WPP, in the normal course of business, services amongst its different product lines and receives various services from WPP supporting the Company's data collection efforts.

The Company's results from transactions with WPP, as reflected in the Condensed Consolidated Statements of Operations and Comprehensive Loss, are as follows:

(In thousands)	Three Months Ended March 31,	
	2023	2022
Revenues	\$ 2,308	\$ 3,341
Cost of revenues	2,736	2,140

(In thousands)	Three Months Ended June 30,		Six Months Ended June 30,	
	2023	2022	2023	2022
Revenues	\$ 2,116	\$ 3,369	\$ 4,424	\$ 6,710
Cost of revenues	2,387	2,234	5,123	4,374

The Company has the following balances related to transactions with WPP, as reflected in the Condensed Consolidated Balance Sheets:

(In thousands)	(In thousands)	As of		(In thousands)	As of	
		March 31, 2023	December 31, 2022		June 30, 2023	December 31, 2022
<b>Assets</b>	<b>Assets</b>			<b>Assets</b>		
Accounts receivable, net	Accounts receivable, net	\$ 526	\$ 825	Accounts receivable, net	\$ 457	\$ 825
<b>Liabilities</b>	<b>Liabilities</b>			<b>Liabilities</b>		
Accounts payable	Accounts payable	\$ 2,130	\$ 2,398	Accounts payable	\$ 2,090	\$ 2,398
Accrued expenses	Accrued expenses	983	1,108	Accrued expenses	1,030	1,108
Contract liabilities	Contract liabilities	1,035	1,132	Contract liabilities	728	1,132

### Transactions with Charter, Qurate, Liberty and Pine

Through May 15, 2023, Charter, Qurate, and Pine each held 33.3% of the outstanding shares of Preferred Stock. On May 16, 2023, Qurate sold its Preferred Stock to Liberty, and as of [June 30, 2023](#), Charter, Liberty and Pine each hold 33.3% of the outstanding shares of Preferred Stock, which Stock. Charter, Liberty and Pine are entitled to convert the Preferred Stock into shares of Common Stock and to vote as a single class with the holders of the Common Stock as set forth in the Certificate of Designations. As of [March 31, 2023](#) [June 30, 2023](#) (based on public filings), Pine also owned 2,193,088 shares of the Company's outstanding Common Stock, representing [2.4%](#) [2.3%](#) of the outstanding Common Stock. In addition, Charter, Qurate, Liberty and Pine each designated two members of the Company's Board in accordance with the Stockholders Agreement Agreement.

At the Annual Meeting on June 15, 2023, the Company's stockholders approved proposals permitting the payment of annual dividends on the Preferred Stock in the form of cash, shares of Common Stock, additional shares of Preferred Stock, or a combination thereof. On the same date, each holder of Preferred Stock waived its right to receive on June 30, 2023 the annual dividends otherwise payable by the Company on that date. The deferred dividends will accrue at a rate of 9.5% per year from June 30, 2023 until declared and paid, with payment to occur on or before December 31, 2023 subject to certain conditions.

As of March 31, 2023, Charter, Liberty and Pine each owned 27,509,203 shares of Preferred Stock. As of June 30, 2023, total accrued dividends to the holders of Preferred Stock were \$15.6 million.

As of December 31, 2022, Charter, Qurate and Pine each owned 27,509,203 shares of the Company's outstanding Preferred Stock. Accrued dividends to the holders of Preferred Stock as of March 31, 2023 and December 31, 2022 were \$11.7 million and \$7.9 million, respectively. The next scheduled dividend payment date for the Preferred Stock is June 30, 2023.

Concurrent with the closing of the Transactions on March 10, 2021, the Company entered into a ten-year Data License Agreement ("DLA") with Charter Communications Operating, LLC ("Charter Operating"), an affiliate of Charter. Under the DLA, Charter Operating will bill the Company for license fees according to a payment schedule that gradually increases from \$10.0 million in the first year of the term to \$32.3 million in the tenth year of the term. The Company recognizes expense for the license fees ratably over the term. On November 6, 2022, the Company and Charter Operating entered into an amendment to the DLA, pursuant to which the Company will receive license fee credits totaling \$7.0 million. In June 2023, the Company exchanged correspondence with counsel to Charter Operating regarding Charter Operating's compliance with certain terms of the DLA. In response, Charter Operating denied the Company's concerns and notified the Company of alleged breaches of the DLA by the Company. Charter Operating demanded that the Company cure the alleged breaches and pay outstanding balances to Charter Operating by August 6, 2023. If either party were to terminate the DLA, all amounts then due to Charter Operating would be immediately due and payable, and Charter Operating could seek liquidated damages as set forth in the DLA. To date, however, neither party has indicated that it intends to terminate the DLA, and the parties are discussing a resolution to the matter.

The Company's results from transactions with Charter and its affiliates, as reflected in the Condensed Consolidated Statements of Operations and Comprehensive Loss, are detailed below:

(In thousands)	(In thousands)	Three Months Ended March 31,		(In thousands)	Three Months Ended June 30,		Six Months Ended June 30,	
		2023	2022		2023	2022	2023	2022
Revenues	Revenues	\$ 485	\$ 726	Revenues	\$ 514	\$ 546	\$ 999	\$ 1,272
Cost of revenues	Cost of revenues	4,971	5,528	Cost of revenues	4,979	5,539	9,950	11,067

The Company has the following liability balances related to transactions with Charter and its affiliates, as reflected in the Condensed Consolidated Balance Sheet:

(In thousands)	(In thousands)	As of		(In thousands)	As of		As of	
		March 31, 2023	December 31, 2022		June 30, 2023	December 31, 2022	June 30, 2023	December 31, 2022
Accounts payable	Accounts payable	\$ 10,319	\$ 9,693	Accounts payable	\$ 12,013	\$ 9,693		
Accrued expenses	Accrued expenses	3,909	3,189	Accrued expenses	3,342	3,189		
Non-current portion of accrued data costs	Non-current portion of accrued data costs	17,057	15,471	Non-current portion of accrued data costs	18,855	15,471		

The Company recognized revenues of \$0.2 million during the three months ended June 30, 2023 and 2022, and \$0.4 million during the six months ended June 30, 2023 and 2022 from transactions with Qurate and its affiliates in the normal course of business during the three months ended March 31, 2023 and 2022, as reflected in the Condensed Consolidated Statements of Operations and Comprehensive Loss.

The Company had no transactions with Liberty and Pine for the three and six months ended March 31, 2023, June 30, 2023 and 2022.

## 9.10. Organizational Restructuring

On September 29, 2022, the Company communicated a workforce reduction as part of its broader efforts to improve cost efficiency and better align its operating structure and resources with strategic priorities (collectively, the "Restructuring Plan"). In addition to employee terminations, the Restructuring Plan is expected to include the reallocation of commercial and product development resources; reinvestment in and modernization of key technology platforms; consolidation of data storage and processing activities to reduce the Company's data center footprint; and reduction of other operating expenses, including software and facility costs. The Company may also determine to exit certain activities in certain geographic regions in order to more effectively align resources with business priorities. In connection with the Restructuring Plan, which was authorized by the Board on September 19, 2022, the Company will incur certain exit-related costs. These costs are estimated to range between \$10 million and \$15 million. The Company expects implementation of the Restructuring Plan, including cash payments, to be substantially complete in the fourth quarter of 2023.

The table below summarizes the activity and balance of the restructuring liability as of March 31, 2023, June 30, 2023 and December 31, 2022, which is recorded in accrued expenses in the Condensed Consolidated Balance Sheets, and the changes in the accrued amounts for the three six months ended March 31, 2023, June 30, 2023:

(In thousands)	Severance and Related Costs			(In thousands)	Severance and Related Costs		
	(In thousands)	Other	Total Restructuring		(In thousands)	Other	Total Restructuring

Balance as of December 31, 2022	Balance as of December 31, 2022	\$ 1,288	\$ —	\$ 1,288	Balance as of December 31, 2022	\$ 1,288	\$ —	\$ 1,288
Restructuring expense	Restructuring expense	888	110	998	Restructuring expense	4,661	441	5,102
Payments	Payments	(855)	—	(855)	Payments	(2,691)	(370)	(3,061)
Foreign exchange	Foreign exchange	16	—	16	Foreign exchange	(44)	—	(44)
<b>Balance as of March 31, 2023</b>	<b>\$ 1,337</b>	<b>\$ 110</b>	<b>\$ 1,447</b>		<b>Balance as of June 30, 2023</b>	<b>\$ 3,214</b>	<b>\$ 71</b>	<b>\$ 3,285</b>

## 10.11. Commitments and Contingencies

### Commitments

The Company has certain long-term contractual arrangements that have fixed and determinable payment obligations including unconditional purchase obligations with multichannel video programming distributors ("MVPDs") and other providers for set-top box and connected (Smart) television data. These agreements have remaining terms of less than one year to eight years. As of **March 31, 2023** **June 30, 2023**, the total fixed payment obligations related to set-top box and connected television data agreements are **\$293.5 million** **\$286.0 million** and **\$6.4 million** **\$4.4 million**, respectively.

The information set forth below summarizes the contractual obligations, by year, as of **March 31, 2023** **June 30, 2023**:

		(In thousands)			(In thousands)
2023 (remaining)	2023 (remaining)	\$ 27,993	2023 (remaining)	\$ 18,490	
2024	2024	29,966	2024	29,966	
2025	2025	29,756	2025	29,756	
2026	2026	37,006	2026	37,006	
2027	2027	37,506	2027	37,506	
Thereafter	Thereafter	137,699	Thereafter	137,699	
<b>Total</b>	<b>Total</b>	<b>\$ 299,926</b>	<b>Total</b>	<b>\$ 290,423</b>	

In addition, the Company expects to make variable payments related to a set-top box data agreement totaling an estimated **\$6.8 million** **\$4.5 million** by the end of 2023.

### Contingencies

The Company is involved in various legal proceedings from time to time. The Company establishes reserves for specific legal proceedings when management determines that the likelihood of an unfavorable outcome is probable, and the amount of loss can be reasonably estimated. The Company has also identified certain other legal matters where an unfavorable outcome is reasonably possible and/or for which no estimate of possible losses can be made. In these cases, the Company does not establish a reserve until it can reasonably estimate the loss. Legal fees related to contingencies are expensed as incurred. The outcomes of legal proceedings are inherently unpredictable, subject to significant uncertainties, and could be material to the Company's operating results and cash flows for a particular period.

### Vendor Contract Dispute

In April 2023, the Company received correspondence from counsel to a TV data provider disputing the manner in which payments by the Company to the data provider are calculated under a 2018 data license agreement between the parties. The aggregate amount in dispute for periods through **March 31, 2023** **June 30, 2023** is approximately **\$2.1 million** **\$2.9 million**. The Company disagrees with the data provider's interpretation of the license agreement and believes it has a strong position with respect to the calculation of payments during the term. As of **March 31, 2023** **June 30, 2023**, the Company cannot reasonably estimate the potential loss, if any, that may be incurred in this matter.

### Other Matters

The Company is, and may become, a party to a variety of legal proceedings from time to time that arise in the normal course of the Company's business. While the results of such legal proceedings cannot be predicted with certainty, management believes that, based on current knowledge, the final outcome of any such current pending matters will not have a material effect on the Company's financial position, results of operations or cash flows. Regardless of the outcome, legal proceedings can have an adverse effect on the Company because of defense costs, diversion of management resources and other factors.

### Indemnification

The Company has entered into indemnification agreements with each of the Company's directors and certain officers, and the Company's amended and restated certificate of incorporation requires it to indemnify each of its directors and officers, to the fullest extent permitted by

Delaware law, who was or is a party or is threatened to be made a party to any threatened, pending or completed action, suit or proceeding by reason of the fact that he or she is or was a director or officer of the Company. The Company has paid and may in the future pay legal counsel fees incurred by current and former directors and officers who are involved in legal proceedings that require indemnification.

Similarly, certain of the Company's commercial contracts require it to indemnify contract counterparties under specified circumstances, and the Company may incur legal counsel fees and other costs in connection with these obligations.

## ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion and analysis of our financial condition and results of operations should be read in conjunction with our Condensed Consolidated Financial Statements and the related Notes to Condensed Consolidated Financial Statements included in Part I, [Item 1](#) of this Quarterly Report on Form 10-Q, or 10-Q. In addition to historical financial information, the following discussion and analysis contains forward-looking statements that involve risks, uncertainties and assumptions. Our actual results and timing of selected events in future periods may differ materially from those anticipated or implied in these forward-looking statements as a result of many factors, including those discussed under [Item 1A](#), "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2022 (the "2022 10-K"), under [Item 1A](#), "Risk Factors" in this 10-Q and elsewhere in this 10-Q. See also "[Cautionary Note Regarding Forward-Looking Statements](#)" at the beginning of this 10-Q.

### Overview

We are a global information and analytics company that measures advertising, content, and the consumer audiences of each, across media platforms. We create our products using a global data platform that combines information on digital platforms (connected (Smart) televisions, mobile devices, tablets and computers), TV, direct to consumer applications, and movie screens with demographics and other descriptive information. We have developed proprietary data science that enables measurement of person-level and household-level audiences, removing duplicated viewing across devices and over time. This combination of data and methods enables a common standard for buyers and sellers to transact on advertising. This helps companies across the media ecosystem better understand and monetize their audiences and develop marketing plans and products to more efficiently and effectively reach those audiences. Our ability to unify behavioral and other descriptive data enables us to provide audience ratings, advertising verification, and granular consumer segments that describe hundreds of millions of consumers. Our customers include digital publishers, television networks, movie studios, content owners, brand advertisers, agencies and technology providers.

The platforms we measure include televisions, mobile devices, computers, tablets, connected TV devices and movie theaters. The information we analyze crosses geographies, types of content and activities, including websites, mobile and over-the-top applications, video games, television and movie programming, e-commerce and advertising.

### Results of Operations

The following table sets forth selected Condensed Consolidated Statements of Operations and Comprehensive Loss data as a percentage of total revenues for each of the periods indicated. Percentages may not add due to rounding.

(In thousands)	Three Months Ended March 31,				Three Months Ended June 30,				Six Months Ended June 30,				
	2023		2022		2023		2022		2023		2022		
	(In thousands)	Dollars	Revenue	(In thousands)	Dollars	Revenue	(In thousands)	Dollars	Revenue	(In thousands)	Dollars	Revenue	
Revenues	Revenues	\$91,558	100.0 %	\$93,966	100.0 %	Revenues	\$ 93,684	100.0 %	\$91,434	100.0 %	Revenues	\$185,242	100.0 %
Cost of revenues	Cost of revenues	51,929	56.7 %	52,918	56.3 %	Cost of revenues	52,958	56.5 %	51,467	56.3 %	Cost of revenues	104,887	56.6 %
Selling and marketing	Selling and marketing	17,154	18.7 %	17,166	18.3 %	Selling and marketing	17,036	18.2 %	17,485	19.1 %	Selling and marketing	34,190	18.5 %
Research and development	Research and development	8,919	9.7 %	9,532	10.1 %	Research and development	8,790	9.4 %	9,917	10.8 %	Research and development	17,709	9.6 %
General and administrative	General and administrative	13,574	14.8 %	18,117	19.3 %	General and administrative	13,274	14.2 %	17,103	18.7 %	General and administrative	26,848	14.5 %
Impairment of goodwill						Impairment of goodwill					Impairment of goodwill	44,100	47.1 %
Restructuring						Restructuring	4,104	4.4 %			Restructuring	—	— %
Amortization of intangible assets	Amortization of intangible assets	2,811	3.1 %	6,779	7.2 %	Amortization of intangible assets	801	0.9 %	6,772	7.4 %	Amortization of intangible assets	3,612	1.9 %
Restructuring		998	1.1 %	—	— %	Restructuring					Restructuring	13,551	7.3 %
Total expenses from operations	Total expenses from operations	95,385	104.2 %	104,512	111.2 %	Total expenses from operations	141,063	150.6 %	102,744	112.4 %	Total expenses from operations	236,448	127.6 %
Loss from operations	Loss from operations	(3,827)	(4.2) %	(10,546)	(11.2) %	Loss from operations	(47,379)	(50.6) %	(11,310)	(12.4) %	Loss from operations	(51,206)	(27.6) %
Other (expense) income, net		(1,812)	(2.0) %	2,433	2.6 %	Other (expense) income, net					Other (expense) income, net	(21,856)	(11.8) %

Other income (expense), net								Other income (expense), net	1,609	1.7 %	4,557	5.0 %	(203) (0.1)	
(Loss) gain from foreign currency transactions	(Loss) gain from foreign currency transactions	(1,466)	(1.6) %	420	0.4 %	(Loss) gain from foreign currency transactions	(168)	(0.2) %	2,527	2.8 %	(1,634)	(0.9) %	2,947	1.6 %
Interest expense, net	Interest expense, net	(352)	(0.4) %	(200)	(0.2) %	Interest expense, net	(363)	(0.4) %	(176)	(0.2) %	(715)	(0.4) %	(376)	(0.2) %
Loss before income taxes	Loss before income taxes	(7,457)	(8.1) %	(7,893)	(8.4) %	Loss before income taxes	(46,301)	(49.4) %	(4,402)	(4.8) %	(53,758)	(29.0) %	(12,295)	(6.6) %
Income tax provision		(1,214)	(1.3) %	(1,383)	(1.5) %									
Income tax benefit (provision)						Income tax benefit (provision)								
Net loss	Net loss	\$ (8,671)	(9.5) %	\$ (9,276)	(9.9) %	Net loss	\$ (44,909)	(47.9) %	\$ (5,050)	(5.5) %	\$ (53,580)	(28.9) %	\$ (14,326)	(7.7) %

## Revenues

Our products and services are organized around solution groups that address customer needs. Accordingly, we evaluate revenues around two solution groups:

- Digital Ad Solutions provide measurement of the behavior and characteristics of audiences across digital platforms, including computers, tablets, mobile and other connected devices. This solution group also includes custom offerings that provide end-to-end solutions for planning, optimization and evaluation of advertising campaigns and brand protection across digital platforms, including transactional outcome-based measurement driven by our Activation and Comscore Campaign Ratings products.
- Cross Platform Solutions provide measurement of content and advertising audiences across local, national and addressable television, including consumption through connected (Smart) televisions, and are designed to help customers find the most relevant viewing audience whether that viewing is linear, non-linear, online or on-demand. This solution group also includes custom offerings that provide end-to-end solutions for planning, optimization and evaluation of advertising campaigns across platforms. In addition, this solution group includes products that measure movie viewership and box office results by capturing movie ticket sales in real time or near real time and includes box office analytics, trend analysis and insights for movie studios and movie theater operators worldwide.

We categorize our revenue along these two solution groups; however, our cost structure is tracked at the corporate level and not by our solution groups. These costs include, but are not limited to, employee costs, purchased data, operational overhead, data storage and technology that supports multiple solution groups.

Revenues for the three months ended **March 31, 2023** **June 30, 2023** and 2022 were as follows:

(In thousands)	(In thousands)	Three Months Ended March 31,					(In thousands)	Three Months Ended June 30,					
		2023	% of Revenue	2022	% of Revenue	\$ Variance		2023	% of Revenue	2022	% of Revenue	\$ Variance	% Variance
Digital Ad Solutions	Digital Ad Solutions	\$ 50,447	55.1 %	\$ 53,137	56.5 %	\$ (2,690)	(5.1) %	\$ 52,649	56.2 %	\$ 51,630	56.5 %	\$ 1,019	2.0 %
Cross Platform Solutions	Cross Platform Solutions	41,111	44.9 %	40,829	43.5 %	282	0.7 %	41,035	43.8 %	39,804	43.5 %	1,231	3.1 %
Total revenues	Total revenues	\$ 91,558	100.0 %	\$ 93,966	100.0 %	\$ (2,408)	(2.6) %	\$ 93,684	100.0 %	\$ 91,434	100.0 %	\$ 2,250	2.5 %

Digital Ad Solutions revenue increased primarily due to higher usage of our Activation product, as well as an increase in certain custom digital product deliveries to multiple customers. These increases were partially offset by lower revenue from our syndicated digital products primarily driven by lower renewals.

Cross Platform Solutions revenue increased primarily due to higher local TV from renewals and new business, partially offset by lower national TV revenue due to lower renewals. Movies revenue also increased from the continued return of consumers to theaters in markets worldwide.

Revenues for the six months ended June 30, 2023 and 2022 were as follows:

(In thousands)	Six Months Ended June 30,					
	2023	% of Revenue	2022	% of Revenue	\$ Variance	% Variance
Digital Ad Solutions	\$ 103,096	55.7 %	\$ 104,767	56.5 %	\$ (1,671)	(1.6) %
Cross Platform Solutions	82,146	44.3 %	80,633	43.5 %	1,513	1.9 %
Total revenues	\$ 185,242	100.0 %	\$ 185,400	100.0 %	\$ (158)	(0.1) %

Digital Ad Solutions revenue decreased primarily due to lower revenue from our custom syndicated digital solutions products and other certain custom digital products. The decline in custom syndicated digital solutions revenue was primarily due to lower renewals. These decreases were offset by an increase in Activation revenue driven by lower deliverables to higher usage from multiple customers. We believe that macroeconomic factors (including inflation, rising interest rates and supply chain disruptions) have caused some advertisers to reduce or delay advertising expenditures, impacting demand for certain digital products. We expect this trend to continue as we move through the year.

Cross Platform Solutions revenue increased primarily due to higher local TV and movies revenue, which was offset by lower national TV revenue. Local TV increased due to higher renewals and new business. Our movies revenue increased primarily due to the continued return of consumers to theaters in markets worldwide. These increases were offset by lower revenue from national TV due to recognition of revenue for lower renewals and a one-time custom deliverable in the first quarter of 2022.

#### Cost of Revenues

Cost of revenues consists primarily of expenses related to producing our products, operating our network infrastructure, the recruitment, maintenance and support of our consumer panels and amortization of capitalized fulfillment costs. These expenses include employee costs for salaries, benefits, stock-based compensation and other related personnel costs of network operations, survey operations, custom analytics and technical support, all of which are expensed as they are incurred. Cost of revenues also includes costs to obtain MVPD data sets and panel, census-based and other data sets used in our products as well as operational costs associated with our data centers, including depreciation expense associated with computer equipment and internally developed software that supports our panels and systems. Additionally, cost of revenues includes allocated overhead, which is comprised of lease expense and other facilities-related costs, and depreciation expense generated by general purpose equipment and software.

Cost of revenues for the three months ended March 31, 2023 June 30, 2023 and 2022 were as follows:

(In thousands)	Three Months Ended March 31,					
	2023	% of Revenue	2022	% of Revenue	\$ Change	% Change
Data costs	\$ 18,129	19.8 %	\$ 18,047	19.2 %	\$ 82	0.5 %
Employee costs	9,706	10.6 %	10,476	11.1 %	(770)	(7.4)%
Systems and bandwidth costs	8,877	9.7 %	9,667	10.3 %	(790)	(8.2)%
Lease expense and depreciation	5,518	6.0 %	5,333	5.7 %	185	3.5 %
Panel costs	3,922	4.3 %	3,737	4.0 %	185	5.0 %
Professional fees	1,858	2.0 %	1,489	1.6 %	369	24.8 %
Sample and survey costs	1,580	1.7 %	1,745	1.9 %	(165)	(9.5)%
Technology	1,078	1.2 %	1,262	1.3 %	(184)	(14.6)%
Royalties and resellers	970	1.1 %	921	1.0 %	49	5.3 %
Other	291	0.3 %	241	0.3 %	50	20.7 %
<b>Total cost of revenues</b>	<b>\$ 51,929</b>	<b>56.7 %</b>	<b>\$ 52,918</b>	<b>56.3 %</b>	<b>\$ (989)</b>	<b>(1.9)%</b>

(In thousands)	Three Months Ended June 30,					
	2023	% of Revenue	2022	% of Revenue	\$ Change	% Change
Data costs	\$ 18,078	19.2 %	\$ 18,933	20.7 %	\$ (855)	(4.5)%
Systems and bandwidth costs	10,321	11.0 %	7,210	7.9 %	3,111	43.1 %
Employee costs	9,910	10.6 %	10,745	11.8 %	(835)	(7.8)%
Lease expense and depreciation	5,507	5.9 %	5,297	5.8 %	210	4.0 %
Panel costs	3,539	3.8 %	3,696	4.0 %	(157)	(4.2)%
Professional fees	1,707	1.8 %	1,418	1.6 %	289	20.4 %
Sample and survey costs	1,646	1.8 %	1,879	2.1 %	(233)	(12.4)%
Technology	1,023	1.1 %	1,301	1.4 %	(278)	(21.4)%
Royalties and resellers	960	1.0 %	705	0.8 %	255	36.2 %
Other	267	0.3 %	283	0.3 %	(16)	(5.7)%
<b>Total cost of revenues</b>	<b>\$ 52,958</b>	<b>56.5 %</b>	<b>\$ 51,467</b>	<b>56.3 %</b>	<b>\$ 1,491</b>	<b>2.9 %</b>

Systems and bandwidth costs decreased primarily due to cloud computing and processing costs attributable to certain custom TV data set deliveries in deliveries.

Cost of revenues for the first quarter of six months ended June 30, 2023 and 2022 that did not recur in 2023 were as follows:

(In thousands)	Six Months Ended June 30,					
	2023	% of Revenue	2022	% of Revenue	\$ Change	% Change
Data costs	\$ 36,207	19.6 %	\$ 36,980	19.9 %	\$ (773)	(2.1)%
Employee costs	19,616	10.6 %	21,221	11.4 %	(1,605)	(7.6)%

Systems and bandwidth costs	19,198	10.4 %	16,877	9.1 %	2,321	13.8 %
Lease expense and depreciation	11,025	6.0 %	10,630	5.7 %	395	3.7 %
Panel costs	7,461	4.0 %	7,433	4.0 %	28	0.4 %
Professional fees	3,565	1.9 %	2,907	1.6 %	658	22.6 %
Sample and survey costs	3,226	1.7 %	3,624	2.0 %	(398)	(11.0)%
Technology	2,101	1.1 %	2,563	1.4 %	(462)	(18.0)%
Royalties and resellers	1,930	1.0 %	1,626	0.9 %	304	18.7 %
Other	558	0.3 %	524	0.3 %	34	6.5 %
<b>Total cost of revenues</b>	<b>\$ 104,887</b>	<b>56.6 %</b>	<b>\$ 104,385</b>	<b>56.3 %</b>	<b>\$ 502</b>	<b>0.5 %</b>

Systems and bandwidth costs increased primarily due to cloud computing and processing costs attributable to certain custom TV data set deliveries. Employee costs decreased primarily due to an increase in employee compensation capitalized in the first quarter of 2023 in relation to capitalized software projects. Royalties and resellers increased primarily due to an increase in royalty rates. Other costs decreased primarily due to a decrease in costs associated with certain software projects as we are allocating more resources to product development this year.

### Selling and Marketing

Selling and marketing expenses consist primarily of employee costs for salaries, benefits, commissions, stock-based compensation and other related costs for personnel associated with sales and marketing activities, as well as costs related to online and offline advertising, industry conferences, promotional materials, public relations, other sales and marketing programs and allocated overhead, which is comprised of lease expense and other facilities-related costs, and depreciation expense generated by general purpose equipment and software.

Selling and marketing expenses for the three months ended **March 31, 2023** June 30, 2023 and 2022 were as follows:

(In thousands)	Three Months Ended March 31,						(In thousands)	Three Months Ended June 30,						
	% of Revenue		% of Revenue		% Change			% of Revenue		% of Revenue		% Change		
	2023	2022	2023	2022	\$ Change	Change		2023	2022	2023	2022	\$ Change	Change	
Employee costs	Employee costs	\$ 13,847	15.1 %	\$ 14,210	15.1 %	\$ (363)	(2.6) %	Employee costs	\$ 13,904	14.9 %	\$ 14,085	15.4 %	\$ (181)	(1.3) %
Technology								Technology	777	0.8 %	850	0.9 %	(73)	(8.6) %
Professional fees								Professional fees	725	0.8 %	577	0.6 %	148	25.6 %
Lease expense and depreciation	Lease expense and depreciation	845	0.9 %	946	1.0 %	(101)	(10.7) %	Lease expense and depreciation	672	0.7 %	955	1.0 %	(283)	(29.6) %
Professional fees		788	0.9 %	508	0.5 %	280	55.1 %							
Technology		778	0.8 %	847	0.9 %	(69)	(8.1) %							
Marketing and advertising								Marketing and advertising	639	0.7 %	561	0.6 %	78	13.9 %
Other	Other	896	1.0 %	655	0.7 %	241	36.8 %	Other	319	0.3 %	457	0.5 %	(138)	(30.2) %
Total selling and marketing expenses	Total selling and marketing expenses	\$ 17,154	18.7 %	\$ 17,166	18.3 %	\$ (12)	(0.1) %	Total selling and marketing expenses	\$ 17,036	18.2 %	\$ 17,485	19.1 %	\$ (449)	(2.6) %

Selling and marketing expenses for the six months ended June 30, 2023 and 2022 were as follows:

(In thousands)	Six Months Ended June 30,					
	2023	% of Revenue	2022	% of Revenue	\$ Change	% Change
Employee costs	\$ 27,751	15.1 %	\$ 28,295	15.3 %	\$ (544)	(1.9)%
Technology	1,555	0.8 %	1,697	0.9 %	(142)	(8.4)%
Lease expense and depreciation	1,517	0.8 %	1,901	1.0 %	(384)	(20.2)%
Professional fees	1,513	0.8 %	1,085	0.6 %	428	39.4 %
Marketing and advertising	1,105	0.6 %	892	0.5 %	213	23.9 %
Other	749	0.4 %	781	0.4 %	(32)	(4.1)%
<b>Total selling and marketing expenses</b>	<b>\$ 34,190</b>	<b>18.5 %</b>	<b>\$ 34,651</b>	<b>18.7 %</b>	<b>\$ (461)</b>	<b>(1.3)%</b>

### Research and Development

Research and development expenses include product development costs, consisting primarily of employee costs for salaries, benefits, stock-based compensation and other related costs for personnel associated with research and development activities, third-party expenses to develop new products and third-party data costs and allocated overhead, which is comprised of lease expense and other facilities-related costs, and depreciation expense related to general purpose equipment and software.

Research and development expenses for the three months ended **March 31, 2023** **June 30, 2023** and 2022 were as follows:

(In thousands)	(In thousands)	Three Months Ended March 31,						Three Months Ended June 30,						
		% of Revenue			% of Revenue			% of Revenue			% of Revenue			
		2023	2022	% Change	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change	
Employee costs	Employee costs	\$ 6,984	7.5 %	\$ 7,455	7.9 %	\$ (471)	(6.3) %	Employee costs	\$ 7,160	7.6 %	\$ 7,676	8.4 %	\$ (516)	(6.7) %
Technology	Technology	881	1.0 %	991	1.1 %	(110)	(11.1) %	Technology	837	0.9 %	1,020	1.1 %	(183)	(17.9) %
Lease expense and depreciation	Lease expense and depreciation	639	0.7 %	714	0.8 %	(75)	(10.5) %	Lease expense and depreciation	549	0.6 %	721	0.8 %	(172)	(23.9) %
Professional fees	Professional fees	256	0.3 %	248	0.3 %	8	3.2 %	Professional fees	97	0.1 %	339	0.4 %	(242)	(71.4) %
Other	Other	159	0.2 %	124	0.1 %	35	28.2 %	Other	147	0.2 %	161	0.2 %	(14)	(8.7) %
Total research and development expenses	Total research and development expenses	\$ 8,919	9.7 %	\$ 9,532	10.1 %	\$ (613)	(6.4) %	Total research and development expenses	\$ 8,790	9.4 %	\$ 9,917	10.8 %	\$ (1,127)	(11.4) %

Employee costs decreased primarily due to an increase in employee compensation capitalized in 2023 in relation to capitalized software projects as we are allocating more resources to product development this year.

Research and development expenses for the six months ended June 30, 2023 and 2022 were as follows:

(In thousands)		Six Months Ended June 30,						\$ Change	% Change
		2023		% of Revenue		2022			
Employee costs		\$ 14,144		7.7 %	\$ 15,131	8.2 %	\$ (987)	(6.5) %	
Technology		1,718		0.9 %	2,011	1.1 %	(293)	(14.6) %	
Lease expense and depreciation		1,188		0.6 %	1,435	0.8 %	(247)	(17.2) %	
Professional fees		353		0.2 %	587	0.3 %	(234)	(39.9) %	
Other		306		0.2 %	285	0.2 %	21	7.4 %	
Total research and development expenses		\$ 17,709		9.6 %	\$ 19,449	10.5 %	\$ (1,740)	(8.9) %	

Employee costs decreased primarily due to an increase in employee compensation capitalized in 2023 in relation to capitalized software projects as we are allocating more resources to product development this year.

#### General and Administrative

General and administrative expenses consist primarily of employee costs for salaries, benefits, stock-based compensation and other related costs, and related expenses for executive management, finance, human capital, legal and other administrative functions, as well as professional fees,

overhead, including allocated overhead, which is comprised of lease expense and other facilities-related costs, depreciation expense related to general purpose equipment and software, amortization of cloud-computing implementation costs, changes in the fair value of our contingent consideration liability, Board of Directors compensation and expenses incurred for other general corporate purposes.

General and administrative expenses for the three months ended **March 31, 2023** **June 30, 2023** and 2022 were as follows:

(In thousands)	(In thousands)	Three Months Ended March 31,						Three Months Ended June 30,						
		% of Revenue			% of Revenue			% of Revenue			% of Revenue			
		2023	2022	% Change	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change	
Employee costs	Employee costs	\$ 7,236	7.9 %	\$ 8,477	9.0 %	\$ (1,241)	(14.6) %	Employee costs	\$ 6,961	7.5 %	\$ 9,523	10.4 %	\$ (2,562)	(26.9) %
Professional fees	Professional fees	3,810	4.2 %	4,236	4.5 %	(426)	(10.1) %	Professional fees	3,598	3.8 %	4,386	4.8 %	(788)	(18.0) %
Technology	Technology	863	0.9 %	840	0.9 %	23	2.7 %	Technology	840	0.9 %	839	0.9 %	1	0.1 %
Lease expense and depreciation	Lease expense and depreciation	368	0.4 %	435	0.5 %	(67)	(15.4) %	Lease expense and depreciation	311	0.3 %	406	0.4 %	(95)	(23.4) %

Other	Other	1,297	1.4 %	4,129	4.4 %	(2,832)	(68.6) %	Other	1,564	1.7 %	1,949	2.1 %	(385)	(19.8) %
Total general and administrative expenses	Total general and administrative expenses						(25.1) %	Total general and administrative expenses						
		\$ 13,574	14.8 %	\$ 18,117	19.3 %	\$ (4,543)			\$ 13,274	14.2 %	\$ 17,103	18.7 %	\$ (3,829)	(22.4) %

Employee costs decreased primarily due to severance expense related to the retirement of our former CEO recognized during the three months ended June 30, 2022 and a decrease in stock-based compensation expense during the three months ended June 30, 2023.

General and administrative expenses for the six months ended June 30, 2023 and 2022 were as follows:

(In thousands)	Six Months Ended June 30,					
	2023	% of Revenue	2022	% of Revenue	\$ Change	% Change
Employee costs	\$ 14,197	7.7 %	\$ 18,000	9.7 %	\$ (3,803)	(21.1) %
Professional fees	7,408	4.0 %	8,622	4.7 %	(1,214)	(14.1) %
Technology	1,703	0.9 %	1,679	0.9 %	24	1.4 %
Lease expense and depreciation	679	0.4 %	841	0.5 %	(162)	(19.3) %
Other	2,861	1.5 %	6,078	3.3 %	(3,217)	(52.9) %
Total general and administrative expenses	\$ 26,848	14.5 %	\$ 35,220	19.0 %	\$ (8,372)	(23.8) %

Employee costs decreased primarily due to severance expense related to the retirement of our former CEO recognized during the six months ended June 30, 2022 and a decrease in stock-based compensation expense during the six months ended June 30, 2023. Professional fees decreased due to a decrease in audit and other consulting fees. Other expense decreased primarily due to a \$2.3 million \$0.2 million loss resulting from the change in fair value of contingent consideration in during the first quarter of 2022, as six months ended June 30, 2023 compared to a \$0.1 million \$2.4 million loss during the six months ended June 30, 2022.

#### ***Impairment of Goodwill***

As of June 30, 2023, as a result of a decline in our stock price and market capitalization, among other factors, we performed an interim impairment review of our goodwill. Our reporting unit did not pass the goodwill impairment test, and as a result we recorded a \$44.1 million non-cash impairment charge in the first quarter three months ended June 30, 2023. For further information on our goodwill, refer to [Footnote 4, Goodwill](#) in this 10-Q and [Item 7, "Critical Accounting Estimates"](#) within our 2022 10-K.

#### ***Organizational Restructuring***

In September 2022, we communicated and began to implement a restructuring plan that included a workforce reduction. Certain other initiatives are expected to be completed as part of 2023, the restructuring plan, as described in [Footnote 10, Organizational Restructuring](#). We incurred \$4.1 million and \$5.1 million of restructuring expenses during the three and six months ended June 30, 2023, respectively, related to the plan and expect restructuring costs to continue through the remainder of 2023 as other initiatives are completed. No restructuring expenses were incurred during the corresponding periods in 2022.

#### ***Other Income (Expense) Income, Net***

Other (expense) income (expense), net represents income and expenses incurred that are generally not recurring in nature or are not part of our regular operations. The following is a summary of other income (expense) income, net for the three and six months ended March 31, 2023 June 30, 2023 and 2022:

(In thousands)	Three Months Ended March 31,		Three Months Ended June 30,		Six Months Ended June 30,	
	(In thousands)	2023	(In thousands)	2023	2022	2022
Change in fair value of warrants	Change in fair value of warrants		Change in fair value of warrants			
liability	liability	\$ (1,815)	\$ 2,435	liability	\$ 1,588	\$ 4,560
Other	Other	3	(2)	Other	21	(3)
Total other (expense) income, net		\$ (1,812)	\$ 2,433		24	(5)
Total other (expense), net				Total other (expense), net	\$ 1,609	\$ 4,557
					\$ (203)	\$ 6,990

The change in other income (expense) income, net for the three and six months ended March 31, 2023 June 30, 2023 as compared to 2022 was largely driven by changes in the fair value of our warrants liability. The loss gain on the warrants liability for the three months ended March 31, 2023 was primarily due to the exercise price adjustment described in [Footnote 4, Convertible Redeemable Preferred Stock and Stockholders' Equity](#) and an increase in the trading price of our Common Stock during the quarter. The gain on the warrants liability during the three months ended March 31, 2022, June 30, 2023 was primarily due to a decrease in the trading price of our Common Stock during the quarter. The loss on the warrants liability for the six months ended June 30, 2023

was primarily due to the exercise price adjustment described in [Footnote 5, Convertible Redeemable Preferred Stock and Stockholders' Equity](#), offset by the decrease in the trading price of our Common Stock during the second quarter. The gain on the warrants liability during the three and six months ended June 30, 2022 was primarily due to a decrease in the trading price of our Common Stock during the respective periods.

#### **Interest Expense, Net**

Interest expense, net consists of interest income and interest expense. Interest income primarily consists of interest earned from our cash and cash equivalent balances. Interest expense relates to interest on our senior secured revolving credit agreement (the "Revolving Credit Agreement"), our sale-leaseback agreement, and our finance leases.

We incurred interest expense, net of \$0.4 million and \$0.2 million during the three months ended **March 31, 2023** **June 30, 2023** and 2022, respectively, and \$0.7 million and \$0.4 million during the six months ended **June 30, 2023** and 2022, respectively.

#### **(Loss) Gain From Foreign Currency Transactions**

Our foreign currency transactions are recorded as a result of fluctuations in the exchange rate between the transactional currency and the functional currency of foreign subsidiary transactions. Our international currency exposures that relate to the translation to U.S. Dollars are in a net liability position and our international currency exposures that relate to the translation from U.S. Dollars are in a net asset position.

For the three months ended **March 31, 2023**, **June 30, 2023** and 2022, the loss from foreign currency transactions was \$1.5 million. For the three months ended **March 31, 2022**, the (loss) gain from foreign currency transactions was \$0.4 million. \$(0.2) million and \$2.5 million, respectively. For the six months ended **June 30, 2023** and 2022, the (loss) gain from foreign currency transactions was \$(1.6) million and \$2.9 million, respectively. The loss during the three and six months ended **March 31, 2023** **June 30, 2023** was primarily driven by fluctuations between the Euro, Chilean Peso, Euro, Brazilian Lira and U.S. Dollar exchange rates. The gain during the three and six months ended **March 31, 2022** **June 30, 2022** was primarily driven by fluctuations between the Chilean Peso, Euro and U.S. Dollar exchange rates.

#### **Income Tax Provision Benefit (Provision)**

A valuation allowance has been established against our net U.S. federal and state deferred tax assets and certain foreign deferred tax assets, including net operating loss carryforwards. As a result, our income tax position is primarily related to foreign tax activity and U.S. deferred taxes for tax deductible goodwill and other indefinite-lived liabilities.

For the three months ended **March 31, 2023** **June 30, 2023** and 2022, we recorded an income tax benefit of \$1.4 million and an income tax provision of \$1.2 million and \$1.4 million \$0.6 million, respectively, resulting in effective tax rates of 16.3% 3.0% and 17.5% 14.7%, respectively. For the six months ended **June 30, 2023** and 2022, we recorded an income tax benefit of \$0.2 million and an income tax provision \$2.0 million, respectively, resulting in effective tax rates of 0.3% and 16.5%, respectively. These effective tax rates differ from the U.S. federal statutory rate primarily due to the effects of certain permanent items, foreign tax rate differences, and increases in the valuation allowance against our domestic deferred tax assets. A deferred income tax benefit of \$1.3 million related to the impairment of goodwill is included in the amounts recorded in the three and six months ended **June 30, 2023**. The difference in income tax position during 2023 as compared to 2022 is primarily due to the income tax benefit related to the impairment of goodwill and a decrease in estimated foreign tax expense in 2023.

#### **Liquidity and Capital Resources**

The following table summarizes our cash flows for each of the periods identified:

(In thousands)	(In thousands)	Three Months Ended March 31,		(In thousands)	Six Months Ended June 30,	
		2023	2022		2023	2022
Net cash provided by operating activities	Net cash provided by operating activities	\$ 7,251	\$ 12,408	Net cash provided by operating activities	\$ 16,218	\$ 24,233
Net cash used in investing activities	Net cash used in investing activities	(5,832)	(3,799)	Net cash used in investing activities	(12,006)	(8,256)
Net cash used in financing activities	Net cash used in financing activities	(1,656)	(748)	Net cash used in financing activities	(2,179)	(16,989)
Effect of exchange rate changes on cash, cash equivalents and restricted cash	Effect of exchange rate changes on cash, cash equivalents and restricted cash	467	(86)	Effect of exchange rate changes on cash, cash equivalents and restricted cash	580	(1,208)
Net increase in cash, cash equivalents and restricted cash		230	7,775	Net increase in cash, cash equivalents and restricted cash		
Net increase (decrease) in cash, cash equivalents and restricted cash				Net increase (decrease) in cash, cash equivalents and restricted cash	2,613	(2,220)

#### Overview

Our principal uses of cash consist of cash paid for data, payroll and other operating expenses, including expenses incurred in prior periods; payments related to investments in equipment, primarily to support our consumer panels and technical infrastructure required to deliver our products and services and support our customers; service of our debt and lease facilities; and dividend payment obligations with respect to our Preferred Stock.

As of **March 31, 2023** **June 30, 2023**, our principal sources of liquidity consisted of cash, cash equivalents and restricted cash totaling **\$20.7 million** **\$23.1 million** (including \$0.4 million in restricted cash), cash flows from our operations, and amounts available to us under our Revolving Credit Agreement, as described below.

On May 5, 2021, we entered into the Revolving Credit Agreement with Bank of America N.A. The Revolving Credit Agreement provides a borrowing capacity equal to \$40.0 million, which was increased from \$25.0 million on February 25, 2022. As of **March 31, 2023** **June 30, 2023**, we had outstanding borrowings of \$16.0 million and outstanding letters of credit totaling \$3.4 million under the Revolving Credit Agreement, leaving a

remaining borrowing capacity of \$20.6 million. During the three months ended June 30, 2023, we reclassified the outstanding borrowings under the Revolving Credit Agreement to current liabilities as the facility matures in May 2024.

At an annual meeting of stockholders held on June 15, 2023 (the "Annual Meeting"), our stockholders approved proposals permitting the payment of annual dividends on the Preferred Stock in the form of cash, shares of Common Stock, additional shares of Preferred Stock, or a combination thereof. On the same date, each holder of Preferred Stock waived its right to receive on June 30, 2023 the annual dividends otherwise payable by us on that date. The deferred dividends will accrue at a rate of 9.5% per year from June 30, 2023 until declared and paid, with payment to occur on or before December 31, 2023 subject to certain conditions. As of **March 31, 2023** **June 30, 2023**, accrued dividends for the Preferred Stock totaled **\$11.7 million**. The next scheduled dividend payment date for the Preferred Stock is **June 30, 2023**, **\$15.6 million**.

#### Macroeconomic Factors

During 2020 and 2021, the COVID-19 pandemic and related government mandates and restrictions had a significant impact on the media, advertising and entertainment industries in which we operate. The pandemic also had an impact on our business, including with respect to the execution of new and renewal contracts, the impact of closed movie theaters on our customers, customer payment delays and requests to modify contractual payment terms. In response to the COVID-19 pandemic, we took actions in 2020 and 2021 to mitigate the liquidity impact, including freezing hiring, exiting non-critical consultants and contractors, terminating or negotiating reductions in vendor agreements and leases, and reducing certain travel, marketing, recruiting and other corporate activities. Although we cannot quantify the impact that the pandemic may have on our business in the future, we saw positive recovery in 2022, including the reopening of theaters in most markets worldwide. At the same time, however, macroeconomic factors such as inflation, rising interest rates, and supply chain disruptions caused some advertisers to reduce or delay advertising expenditures in the second half of 2022. These declines have continued into 2023 and have had a direct impact on demand for our products, particularly those that are closely tied to discretionary ad spend for which we recognize revenue based on impressions used. bespoke deliverables. We expect that softness in the advertising market will continue to affect our business in the second half of 2023.

#### Preferred Stock

On March 10, 2021, in connection with the Securities Purchase Agreements described above, we issued 82,527,609 shares of Preferred Stock in exchange for gross cash proceeds of \$204.0 million. Net proceeds from the Transactions totaled \$187.9 million after deducting issuance costs. Shares of Preferred Stock are convertible into Common Stock as described in [Footnote 45, Convertible Redeemable Preferred Stock and Stockholders' Equity](#). As of **March 31, 2023** **June 30, 2023**, each share of Preferred Stock was convertible into **1.057292** **1.076270** shares of Common Stock, with such conversion rate scheduled to return to 1.00 upon payment of accrued dividends on **June 30, 2023**, dividends.

The holders of Preferred Stock are entitled to participate in all dividends declared on the Common Stock on an as-converted basis and are also entitled to a cumulative dividend at the rate of 7.5% per annum, payable annually in arrears and subject to increase under certain specified circumstances. In addition, such holders are entitled to request, and we must take all actions reasonably necessary to pay, a one-time special dividend on the Preferred Stock equal to the highest dividend that our Board determines can be paid at the applicable time (or a lesser amount agreed by the holders), subject to additional conditions and limitations described in [Footnote 45, Convertible Redeemable Preferred Stock and Stockholders' Equity](#). We may be obligated to obtain debt financing in order to effectuate the special dividend, which could significantly impact our financial position and liquidity depending on the timing and scope of the dividend payment and related financing. Moreover, this obligation could lead us to refinance or terminate the Revolving Credit Agreement prior to its maturity, due to its restrictions on our ability to incur additional debt.

At the Annual Meeting held on June 15, 2023, our stockholders approved proposals permitting the payment of annual dividends on the Preferred Stock in the form of cash, shares of Common Stock, additional shares of Preferred Stock, or a combination thereof. On the same date, each holder of Preferred Stock waived its right to receive on June 30, 2023 the annual dividends otherwise payable by us on that date. Upon receipt of the waivers, our Board of Directors unanimously agreed to defer the June 30, 2023 dividend payment in order to provide flexibility for our management team to continue to execute our strategic plan and consider dividend payment options later in the year. Under the waivers and the Certificate of Designations governing the Preferred Stock, the deferred dividends will accrue at a rate of 9.5% per year from June 30, 2023 until declared and paid, with payment to occur on or before December 31, 2023 subject to certain conditions. Payment of annual dividends (including deferred dividends) in the form of cash could significantly impact our financial position and liquidity.

#### Revolving Credit Agreement

On May 5, 2021, we entered into the Revolving Credit Agreement, which matures **on May 5, 2024**, **in May 2024**. The Revolving Credit Agreement provides a borrowing capacity equal to \$40.0 million (increased from \$25.0 million on February 25, 2022). We may also request the issuance of letters of credit under the Revolving Credit Agreement in an aggregate amount up to \$5.0 million, which reduces the amount of available borrowings by the amount of such issued and outstanding letters of credit.

On February 25, 2022, we entered into an amendment to the Revolving Credit Agreement to expand our aggregate borrowing capacity from \$25.0 million to \$40.0 million. The 2022 amendment also replaced the previous Eurodollar Rate (as defined in the Revolving Credit Agreement) with a SOFR-based interest rate and modified the Applicable Rate definition in the Revolving Credit Agreement to increase the Applicable Rate payable on SOFR-based loans to 2.50%. On February 24, 2023, we entered into an additional amendment to the Revolving Credit Agreement that further increased the Applicable Rate payable on SOFR-based loans to 3.50%.

The amount we are able to borrow under the Revolving Credit Agreement is subject to compliance with financial covenants, satisfaction of various conditions precedent to borrowing and other provisions of the Revolving Credit Agreement. Notably, the Revolving Credit Agreement (as amended) contains financial covenants that require us to maintain a minimum Consolidated Asset Coverage Ratio and minimum Liquidity through maturity, minimum Consolidated EBITDA for periods through December 31, 2023, and a minimum Consolidated Fixed Charge Coverage Ratio for periods after December 31, 2023 (each term as defined in the Revolving Credit Agreement). As of **March 31, 2023** **June 30, 2023**, we were in compliance with our covenants under the Revolving Credit Agreement, and based on our current plans, we do not anticipate a breach of these covenants that would result in an event of default under the Revolving Credit Agreement.

As of **March 31, 2023** **June 30, 2023**, we had outstanding borrowings of \$16.0 million and outstanding letters of credit totaling \$3.4 million under the Revolving Credit Agreement, leaving a remaining borrowing capacity of \$20.6 million. The borrowed funds were used to reduce our accounts payable balances, primarily related to expenses incurred in prior periods, and support our working capital position. While we continue to take steps to reduce our outstanding trade payables and improve our working capital position, our liquidity could be negatively affected if we are unable to generate sufficient cash from operations to satisfy outstanding payables and meet our other financial obligations as they come due. Our liquidity could also be **negatively significantly** affected if we are unable to repay or refinance our outstanding borrowings under the Revolving Credit Agreement upon its maturity in **May 2024**.

For additional information on the Revolving Credit Agreement, refer to [Footnote 56, Debt](#).

#### Sale of Common Stock and Warrants

On June 23, 2019, we entered into a Securities Purchase Agreement with CVI pursuant to which we sold to CVI for aggregate gross proceeds of \$20.0 million (i) 2,728,513 shares of Common Stock and (ii) Series A Warrants, Series B-1 Warrants, Series B-2 Warrants and Series C Warrants to initially purchase up to 11,654,033 shares of Common Stock (the "Private Placement"). On October 14, 2019, we issued 2,728,513 shares of Common Stock to CVI upon exercise by CVI of the Series C Warrants. As a result of this exercise, the number of shares issuable under our Series A Warrants was increased by 2,728,513. On January 29, 2020, the Series B-1 Warrants expired unexercised. On August 3, 2020, the Series B-2 Warrants expired unexercised.

The exercise price of our Series A Warrants was adjusted in connection with the Transactions in March 2021 and further adjusted in connection with shares issued to non-executive employees under our annual incentive compensation plan in March 2023. For additional information on the Private Placement and the adjustments to our Series A Warrants, refer to [Footnote 45, Convertible Redeemable Preferred Stock and Stockholders' Equity](#).

#### **Operating Activities**

Our primary source of cash provided by operating activities is revenues generated from sales of our products and services. Our primary uses of cash from operating activities include personnel costs and costs related to data and infrastructure used to develop and maintain our products and services.

Cash provided by operating activities is calculated by adjusting our net loss for changes in working capital, as well as by excluding non-cash items such as: depreciation, non-cash operating lease expense, amortization expense of finance leases and intangible assets, **goodwill impairment**, stock-based compensation, deferred tax provision, change in the fair value of contingent consideration and warrants liability, and amortization of deferred financing costs.

Net cash provided by operating activities for the **three** **six** months ended **March 31, 2023** **June 30, 2023** was **\$7.3 million** **\$16.2 million** compared to **\$12.4 million** **\$24.2 million** for the **three** **six** months ended **March 31, 2022** **June 30, 2022**. The decrease in cash provided by operating activities was partially attributable to a net decrease in cash generated from operating assets and liabilities, with **\$2.7 million** **\$5.5 million** generated for the **three** **six** months ended **March 31, 2023** **June 30, 2023** as compared to **\$5.1 million** **\$9.2 million** for the **three** **six** months ended **March 31, 2022** **June 30, 2022**. The lower amount of cash generated from operating assets and liabilities in 2023 is primarily **reflective** due to the **first payment** of **aged receivables** **collected** **contingent consideration** for our 2021 Shareablee acquisition and severance payments made in **2022** **2023**. Other contributors to the decrease in cash provided by operating activities were lower adjustments for amortization, stock-based compensation expense and change in fair value of contingent consideration in 2023 compared to 2022, offset by the change in fair value of our warrants liability.

#### **Investing Activities**

Cash used in investing activities primarily consists of payments related to capitalized internal-use software costs, purchases of computer and network equipment to support our technical infrastructure, and furniture and equipment. The extent of these investments will be affected by our ability to expand relationships with existing customers, grow our customer base and introduce new digital formats, as well as constraints on cash expenditures due to our financial position and the current economic environment.

Net cash used in investing activities for the **three** **six** months ended **March 31, 2023** **June 30, 2023** was **\$5.8 million** **\$12.0 million** compared to **\$3.8 million** **\$8.3 million** for the **three** **six** months ended **March 31, 2022** **June 30, 2022**. The increase in cash used in investing activities was primarily due to an increase in cash paid for capitalized internally developed software as we increased our focus on product infrastructure and innovation in 2023.

#### **Financing Activities**

Net cash used in financing activities during the **three** **six** months ended **March 31, 2023** **June 30, 2023** was **\$1.7 million** **\$2.2 million** compared to **\$0.7 million** **\$17.0 million** during the **three** **six** months ended **March 31, 2022** **June 30, 2022**. The **increase** **decrease** in cash used in financing activities was primarily due to the **deferral** of accrued dividends due to

holders of the Preferred Stock on June 30, 2023, as described under "Preferred Stock" above. This was offset by a portion of the first payment of the **contingent consideration** for the **our 2021 Shareablee acquisition** initially recorded at fair value and paid during the **three** **six** months ended **June 30, March 31, 2023**.

#### **Contractual Payment Obligations**

We have certain long-term contractual arrangements that have fixed and determinable payment obligations including purchase obligations with MVPDs and connected (Smart) television providers, operating and financing leases, and data storage and bandwidth arrangements.

We have data licensing agreements with a number of MVPDs and other providers for set-top box and connected (Smart) television data. These agreements have remaining terms from one to eight years. As of **March 31, 2023** **June 30, 2023**, the total fixed payment obligations related to set-top box and

connected (Smart) television data agreements are **\$293.5 million** **\$286.0 million** and **\$6.4 million** **\$4.4 million**, respectively. In addition, we expect to make variable payments related to a set-top box data agreement totaling an estimated **\$6.8 million** **\$4.5 million** by the end of 2023.

We have both operating and financing leases related to corporate office space and equipment. Our leases have remaining terms from one to five years. As of **March 31, 2023** **June 30, 2023**, the total fixed payment obligation related to these agreements is **\$48.1 million** **\$45.2 million**.

We have an agreement for cloud-based data storage and bandwidth to help process and store our data. The remaining term for this agreement is **less than one year**. As of **March 31, 2023** **June 30, 2023**, the total fixed payment obligation related to this agreement is **\$7.0 million** **\$4.4 million**.

#### **Future Capital Requirements**

Our ability to generate cash is subject to our performance, general economic conditions, industry trends and other factors, including the timing of cash collections from our customers, data costs and other trade payables, service of our debt and lease facilities, and dividend payment obligations, and expenses from ongoing compliance efforts and legal matters. To the extent that our existing cash, cash equivalents and operating cash flow, together with savings from repayment of prior debt arrangements and cost-reduction initiatives undertaken by our management, are insufficient to fund our future activities and requirements, we may need to raise additional funds through public or private equity or debt financing. We may also be required to raise additional funds in order to repay our Revolving Credit Agreement upon maturity or pay a special dividend to holders of our Preferred Stock, as described above. Our history of net losses, as well as disruption and volatility in global capital and credit markets, could impact our ability to access capital resources on terms acceptable to us or at all. If we issue additional equity securities in order to raise additional funds, pay dividends or for other purposes, further dilution to existing stockholders may occur.

#### **Critical Accounting Estimates**

Our discussion and analysis of our financial condition and results of operations are based on our Condensed Consolidated Financial Statements, which have been prepared in accordance with GAAP. The preparation of these financial statements requires us to make estimates, assumptions and judgments that affect the amounts reported in our Condensed Consolidated Financial Statements and the accompanying Notes to Condensed Consolidated Financial Statements. We base our estimates on historical experience and on various other assumptions that we believe to be reasonable under the circumstances.

Refer to the critical accounting estimates disclosed in [Item 7](#), "Management's Discussion and Analysis of Financial Condition and Results of Operations," in our 2022 10-K for detailed information about the estimates and assumptions that we consider to be the most critical to an understanding of our financial condition and results of operations. These estimates and assumptions involve significant judgments and uncertainties, and actual results in these areas could differ from our estimates.

### **ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK**

Market risk represents the risk of loss that may impact our financial position due to adverse changes in financial market prices and rates. We have outstanding warrants that are subject to market risk. We also have interest rate risk for amounts outstanding under our Revolving Credit Agreement, and we have foreign currency exchange rate risk from our global operations.

#### **Warrants liability financial instrument risk**

As a result of having **\$2.5 million** **\$0.9 million** in liability related to outstanding warrants as of **March 31, 2023** **June 30, 2023**, which warrants are exercisable for shares of Common Stock under certain conditions, we are subject to market risk. The value of the warrants is impacted by changes in the market price of our Common Stock.

As of **March 31, 2023** **June 30, 2023**, a 10% increase in the market price of our Common Stock would result in a **\$0.5 million** **\$0.3 million** increase in the fair value of the Series A Warrants, while a 10% decrease in the market price of our Common Stock would result in a **\$0.5 million** **\$0.2 million** decrease in the fair value of the Series A Warrants.

For further information on our outstanding warrants, refer to [Footnote 45](#), *Convertible Redeemable Preferred Stock and Stockholders' Equity*.

#### **Interest rate and foreign currency risks**

For discussion of the market risk associated with our interest rate and foreign currency risks, refer to [Item 7A](#), "Quantitative and Qualitative Disclosures About Market Risk" within the 2022 10-K.

### **ITEM 4. CONTROLS AND PROCEDURES**

#### **Evaluation of Disclosure Controls and Procedures**

We carried out an evaluation required by the Securities Exchange Act of 1934 (the "Exchange Act"), under the supervision and with the participation of our principal executive officer and our principal financial officer, of the effectiveness of the design and operation of our disclosure controls and procedures, as defined in Rules 13a-15(e) and 15d-15(e) of the Exchange Act, as of **March 31, 2023** **June 30, 2023**. Based on this evaluation, our principal executive officer and principal financial officer concluded that as of **March 31, 2023** **June**

30, 2023, these disclosure controls and procedures were effective to provide reasonable assurance that information required to be disclosed by us in the reports that we file or submit under the Exchange Act is recorded, processed, summarized, and reported within the time periods specified in the SEC's rules and forms and to provide reasonable assurance that such information is accumulated and communicated to our management, including our principal executive officer and principal financial officer, as appropriate to allow timely decisions regarding required disclosure.

#### **Changes in Internal Control over Financial Reporting**

Under Exchange Act Rules 13a-15(d) and 15d-15(d), management is required to evaluate, with the participation of our principal executive officer and our principal financial officer, any changes in internal control over financial reporting that occurred during each fiscal quarter that materially affected, or are reasonably likely to materially affect, our internal control over financial reporting. There were no changes in our internal control over financial reporting during our most recent fiscal quarter that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

#### **Inherent Limitation on the Effectiveness of Internal Controls**

The effectiveness of any system of internal control over financial reporting is subject to inherent limitations, including the exercise of judgment in designing, implementing, operating, and evaluating the controls and procedures, and the inability to eliminate misconduct completely. Accordingly, any system of internal control over financial reporting can only provide reasonable, not absolute, assurance that its objectives will be met. In addition, projections of any evaluation of effectiveness to future periods are subject to the risk that controls may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate. We intend to continue to monitor and upgrade our internal controls as necessary or appropriate for our business, but we cannot assure that such improvements will be sufficient to provide us with effective internal control over financial reporting in future periods.

## **PART II. OTHER INFORMATION**

### **ITEM 1. *LEGAL PROCEEDINGS***

Refer to [Footnote 10.11](#), *Commitments and Contingencies* of the Notes to Condensed Consolidated Financial Statements included in Part I, [Item 1](#) of this 10-Q, which is incorporated herein by reference.

### **ITEM 1A. *RISK FACTORS***

*An investment in our Common Stock involves a substantial risk of loss. In addition to the information in this report, you should carefully consider the risks discussed in [Item 1A](#), "Risk Factors" of our 2022 10-K before you decide whether to invest in our stock. The risks identified below and in our 2022 10-K could materially and adversely affect our business, financial condition and operating results. In that case, the trading price of our Common Stock could decline, and you could lose part or all of your investment. The risks described below and in our 2022 10-K are not the only risks we face. Additional risks and uncertainties not currently known to us or that we currently deem to be immaterial also may materially and adversely affect our business, financial condition and operating results, and may result in the loss of part or all of your investment.*

#### ***If we are unable to meet Nasdaq continued listing requirements, Nasdaq may take action to delist our Common Stock.***

Our Common Stock is listed on the Nasdaq Global Select Market. Continued listing is subject to compliance with a number of requirements. On July 11, 2023, we received a standard letter from The Nasdaq Stock Market LLC stating that we were not in compliance with the minimum bid price requirement set forth in Nasdaq Listing Rule 5450(a)(1) because our Common Stock did not maintain a minimum closing bid price of \$1.00 per share for 30 consecutive business days.

The notification letter has no immediate effect on the listing of our Common Stock on Nasdaq. The letter provides that we have an automatic period of 180 calendar days to regain compliance with Rule 5450(a)(1). To regain compliance, the closing bid price of our Common Stock must be at least \$1.00 per share for a minimum of 10 consecutive business days at any time prior to the expiration of the 180-day period (January 8, 2024). In the event that we do not regain compliance during the initial 180-day period, the letter provides that we may be eligible for additional time to reach compliance.

We intend to actively monitor the bid price of our Common Stock and will consider all available options to resolve the deficiency and regain compliance with Rule 5450(a)(1). We are committed to regaining compliance prior to the expiration of applicable compliance periods. If we are unable to do so, however, Nasdaq may take action to delist our Common Stock. A delisting of our Common Stock could negatively impact us and our stockholders by reducing the liquidity and market price of our Common Stock and potentially reducing the number of investors willing to hold or buy our Common Stock. A delisting also could have negative consequences under our financing agreements and could adversely affect our ability to raise capital.

#### ***Our outstanding securities, the stock or securities that we may issue under existing or future agreements, and certain provisions of those securities, may cause immediate and substantial dilution to our existing stockholders.***

Our existing stockholders have and may continue to experience substantial dilution as a result of our obligations to issue shares of Common Stock. As of [March 31, 2023](#)[June 30, 2023](#), our Preferred Stock was convertible into an aggregate of [87,255,755](#)[88,821,997](#) shares of Common Stock at the election of the holders. Furthermore, we have reserved 5,457,026 shares of Common Stock for issuance pursuant to our Series A Warrants, which are subject to adjustment upon certain issuances of capital stock. We have also issued 8,066,876 shares of Common Stock for distribution to the selling stockholders of Shareablee (which we acquired in December 2021), and we may elect to pay any deferred consideration due to the Shareablee sellers in 2023 and 2024 in shares of Common Stock. In addition, [we have proposed that](#) in June 2023 our stockholders [adopt](#) [adopted](#) an amendment to the Certificate of Designations of our Preferred Stock to permit payment of annual dividends on the Preferred Stock in the form of cash, shares of Common Stock, additional shares of Preferred Stock (which would be convertible into shares of Common Stock) or a combination thereof.

As of [March 31, 2023](#)[June 30, 2023](#), [2,241,980](#)[2,231,874](#) shares of Common Stock were reserved for issuance pursuant to outstanding stock options under our equity incentive plans (including stock option awards we assumed in the Shareablee acquisition), [7,182,468](#)[4,617,894](#) shares of Common Stock were reserved for issuance pursuant to outstanding restricted stock unit and deferred stock unit awards under our equity incentive plans and arrangements (including [assumed](#) Shareablee [plan](#) awards and an employment

inducement award we granted in 2021), 158,489 and 10,163,083 shares of Common Stock were available for future equity awards under our 2018 Equity and Incentive Compensation Plan ("2018 Plan") and 178,832 Plan. Our acquired Shareablee plan expired on June 21, 2023. As a result, there are no shares of Common Stock were remaining available for future equity awards under our acquired the Shareablee plan. Additionally, we have proposed that our stockholders approve an amendment to the 2018 Plan to increase the number plan as of shares available for grant under the 2018 Plan by 10,000,000. June 30, 2023.

The issuance of shares of Common Stock (i) upon the conversion of or payment of dividends on our Preferred Stock, (ii) upon the exercise of warrants, (iii) as deferred consideration to the Shareablee sellers, (iv) pursuant to outstanding and future equity awards, or (v) upon the conversion of other existing or future convertible securities, may result in substantial dilution to each of our stockholders by reducing that stockholder's percentage ownership of our outstanding Common Stock.

**ITEM 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS**

**(a) Unregistered Sales of Equity Securities during the Three Months Ended March 31, 2023 June 30, 2023**

None.

**(b) Use of Proceeds from Sale of Registered Equity Securities**

None.

**(c) Purchases of Equity Securities by the Issuer and Affiliated Purchasers**

None.

**ITEM 3. DEFAULTS UPON SENIOR SECURITIES**

Not applicable.

**ITEM 4. MINE SAFETY DISCLOSURES**

Not applicable.

**ITEM 5. OTHER INFORMATION**

Not applicable.

**ITEM 6. EXHIBITS**

Exhibit No.	Exhibit Document
3.1	<a href="#">Amended and Restated Certificate of Incorporation of the Registrant (incorporated by reference to Exhibit 3.3 to the Registrant's Registration Statement on Form S-1, as amended, filed June 12, 2007).(File No. 333-141740)</a>
3.2	<a href="#">Certificate of Amendment of Amended and Restated Certificate of Incorporation of comScore, Inc. (incorporated by reference to Exhibit 4.2 to the Registrant's Registration Statement on Form S-8, filed June 4, 2018)(File No. 333-225400)</a>
3.3	<a href="#">Certificate of Designation of Series A Junior Participating Preferred Stock of comScore, Inc., as filed with the Secretary of State of the State of Delaware on February 9, 2017 (incorporated by reference to Exhibit 3.1 to the Registrant's Current Report on Form 8-K, filed February 9, 2017).(File No. 001-33520)</a>
3.4	<a href="#">Certificate of Elimination of Designation of Series A Junior Participating Preferred Stock of comScore, Inc., as filed with the Secretary of State of the State of Delaware on September 29, 2017 (incorporated by reference to Exhibit 3.1 to the Registrant's Current Report on Form 8-K, filed October 4, 2017).(File No. 001-33520)</a>
3.5	<a href="#">Certificate of Amendment to Amended and Restated Certificate of Incorporation of comScore, Inc., dated March 10, 2021 (incorporated by reference to Exhibit 3.1 to the Registrant's Current Report on Form 8-K, filed March 15, 2021)(File No. 001-33520)</a>
3.6	<a href="#">Certificate of Designations of Series B Convertible Preferred Stock, par value \$0.001, of comScore, Inc. (incorporated by reference to Exhibit 3.2 to the Registrant's Current Report on Form 8-K, filed March 15, 2021)(File No. 001-33520)</a>
3.7	<a href="#">Certificate of Amendment of Amended and Restated Bylaws Certificate of Incorporation of comScore, Inc. (incorporated by reference to Exhibit 3.1 to the Registrant's Current Report on Form 8-K, filed June 22, 2023).(File No. 001-33520)</a>
3.8	<a href="#">Certificate of Amendment to the Certificate of Designations of Series B Convertible Preferred Stock, par value \$0.001, of comScore, Inc. (incorporated by reference to Exhibit 3.2 to the Registrant's Quarterly Current Report on Form 10-Q for the period ended June 30, 2018 8-K, filed June 22, filed August 10, 2018 2023).(File No. 001-33520)</a>
10.1 3.9	<a href="#">Second Amendment, dated as Amended and Restated Bylaws of February 24, 2023, to the Credit Agreement among comScore, Inc. (as Borrower), certain subsidiaries of the Borrower (as Guarantors), Bank of America, N.A. (as Administrative Agent), and the lenders party thereto (incorporated by reference to Exhibit 10.1 3.2 to the Registrant's Quarterly Report on Form 10-Q for the period ended June 30, 2018, filed August 10, 2018).(File No. 001-33520)</a>
4.1	<a href="#">Series B Preferred Stockholder Waiver, dated June 15, 2023, from Charter Communications Holding Company, LLC (incorporated by reference to Exhibit 4.1 to the Registrant's Current Report on Form 8-K, filed June 16, 2023)(File No. 001-33520)</a>
4.2	<a href="#">Series B Preferred Stockholder Waiver, dated June 15, 2023, from Liberty Broadband Corporation (incorporated by reference to Exhibit 4.2 to the Registrant's Current Report on Form 8-K, filed February 28, 2023 June 16, 2023).(File No. 001-33520)</a>
4.3	<a href="#">Series B Preferred Stockholder Waiver, dated June 15, 2023, from Pine Investor (incorporated by reference to Exhibit 4.3 to the Registrant's Current Report on Form 8-K, filed June 16, 2023).(File No. 001-33520)</a>
10.1+*	<a href="#">Second Amendment to the comScore, Inc. Amended and Restated 2018 Equity and Incentive Compensation Plan</a>
31.1+	<a href="#">Certification of Principal Executive Officer pursuant to Rule 13a-14(a) and Rule 15d-14(a) of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002</a>
31.2+	<a href="#">Certification of Principal Financial Officer pursuant to Rule 13a-14(a) and Rule 15d-14(a) of the Securities Exchange Act of 1934, as adopted pursuant to Section 302 of the Sarbanes-Oxley Act of 2002</a>
32.1+	<a href="#">Certification of Principal Executive Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002</a>
32.2+	<a href="#">Certification of Principal Financial Officer pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002</a>
101.INS	XBRL Instance Document - the instance document does not appear in the Interactive Data File because its XBRL tags are embedded within the Inline XBRL document.
101.SCH	Inline XBRL Taxonomy Extension Schema Document.
101.CAL	Inline XBRL Taxonomy Extension Calculation Linkbase Document.
101.DEF	Inline XBRL Taxonomy Extension Definition Linkbase Document.
101.LAB	Inline XBRL Taxonomy Extension Label Linkbase Document.
101.PRE	Inline XBRL Taxonomy Extension Presentation Linkbase Document.
104	Cover Page Interactive Data File - the cover page iXBRL tags are embedded within the Inline XBRL document

+ Filed or furnished herewith

\* Management contract or compensatory plan or arrangement

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

COMSCORE, INC.

By: /s/ Mary Margaret Curry

Mary Margaret Curry

Chief Financial Officer and Treasurer

(Principal Financial Officer, Principal Accounting Officer and Duly Authorized Officer)

May 9, August 8, 2023



Exhibit 10.1

**Second Amendment to the  
comScore, Inc.  
Amended and Restated  
2018 Equity and Incentive Compensation Plan**

THIS SECOND AMENDMENT (the "Second Amendment") to the comScore, Inc. Amended and Restated 2018 Equity and Incentive Compensation Plan (as amended, modified or supplemented from time to time, the "Plan") was adopted by comScore, Inc.'s (the "Company's") board of directors (the "Board") on April 10, 2023, to be effective June 15, 2023 (the "Second Amendment Effective Date").

**WITNESSETH:**

**WHEREAS**, the Company previously adopted the Plan, under which the Company is authorized to grant equity-based incentive awards to certain employees and service providers of the Company;

**WHEREAS**, the Company's Board has determined that it is desirable to amend the Plan, effective as of the Second Amendment Effective Date and subject to approval by the stockholders of the Company, to increase the maximum number of shares for which Awards may be granted under the Plan; and

**WHEREAS**, Section 18 of the Plan provides that the Board may amend the Plan from time to time, subject to approval by the stockholders of the Company as required by applicable law.

**NOW, THEREFORE**, the Plan shall be amended as of the Second Amendment Effective Date, subject to approval by the Company's stockholders, as set forth below:

1. Section 3(a)(i) of the Plan shall be deleted in its entirety and replaced with the following:

Subject to adjustment as provided in **Section 11** of this Plan and the share counting rules set forth in **Section 3(b)** of this Plan, the number of shares of Common Stock available under this Plan for awards of (A) Option Rights or Appreciation Rights, (B) Restricted Stock, (C) Restricted Stock Units, (D) Performance Shares or Performance Units, (E) awards contemplated by **Section 9** of this Plan, (F) dividend equivalents paid with respect to awards made under this Plan, or (G) awards corresponding to those described in the preceding clauses (A) through (F) that were made under the Prior Plan will not exceed in the aggregate 37,850,000 shares of Common Stock. Such shares may be shares of original issuance or treasury shares or a combination of the foregoing.

2. Section 3(c) of the Plan shall be deleted in its entirety and replaced with the following:

Limit on Incentive Stock Options. Notwithstanding anything to the contrary contained in this Plan, and subject to adjustment as provided in **Section 11** of this Plan, the aggregate number of shares of Common Stock actually issued or transferred by the Company upon the exercise of Incentive Stock Options (whether granted under this Plan or the Prior Plan) will not exceed 37,850,000 shares of Common Stock.

**NOW, THEREFORE**, be it further provided that, except as set forth above, the Plan shall continue to read in its current state.

---

**IN WITNESS WHEREOF**, the Company has caused the execution of this Second Amendment by its duly authorized officer, effective as of the Second Amendment Effective Date and subject to approval of the Company's stockholders.

**COMSCORE, INC.**

By:   
Name: Ashley Wright  
Title: Secretary  
Date: April 10, 2023

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**Exhibit 31.1**

**CERTIFICATIONS**

I, Jonathan Carpenter, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of comScore, Inc.;
2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;

4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

(a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

(b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

(c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

(d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and

5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):

(a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

(b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Jonathan Carpenter

**Jonathan Carpenter**

**Chief Executive Officer**

**(Principal Executive Officer)**

Date: **May 9, 2023** August 8, 2023

**Exhibit 31.2**

#### **CERTIFICATIONS**

I, Mary Margaret Curry, certify that:

1. I have reviewed this Quarterly Report on Form 10-Q of comScore, Inc.;

2. Based on my knowledge, this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report;

3. Based on my knowledge, the financial statements, and other financial information included in this report, fairly present in all material respects the financial condition, results of operations and cash flows of the registrant as of, and for, the periods presented in this report;

4. The registrant's other certifying officer(s) and I are responsible for establishing and maintaining disclosure controls and procedures (as defined in Exchange Act Rules 13a-15(e) and 15d-15(e)) and internal control over financial reporting (as defined in Exchange Act Rules 13a-15(f) and 15d-15(f)) for the registrant and have:

(a) Designed such disclosure controls and procedures, or caused such disclosure controls and procedures to be designed under our supervision, to ensure that material information relating to the registrant, including its consolidated subsidiaries, is made known to us by others within those entities, particularly during the period in which this report is being prepared;

(b) Designed such internal control over financial reporting, or caused such internal control over financial reporting to be designed under our supervision, to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles;

(c) Evaluated the effectiveness of the registrant's disclosure controls and procedures and presented in this report our conclusions about the effectiveness of the disclosure controls and procedures, as of the end of the period covered by this report based on such evaluation; and

(d) Disclosed in this report any change in the registrant's internal control over financial reporting that occurred during the registrant's most recent fiscal quarter (the registrant's fourth fiscal quarter in the case of an annual report) that has materially affected, or is reasonably likely to materially affect, the registrant's internal control over financial reporting; and

5. The registrant's other certifying officer(s) and I have disclosed, based on our most recent evaluation of internal control over financial reporting, to the registrant's auditors and the audit committee of the registrant's board of directors (or persons performing the equivalent functions):

(a) All significant deficiencies and material weaknesses in the design or operation of internal control over financial reporting which are reasonably likely to adversely affect the registrant's ability to record, process, summarize and report financial information; and

(b) Any fraud, whether or not material, that involves management or other employees who have a significant role in the registrant's internal control over financial reporting.

/s/ Mary Margaret Curry

**Mary Margaret Curry**

**Chief Financial Officer and Treasurer**

**(Principal Financial Officer)**

Date: **May 9, 2023** **August 8, 2023**

**Exhibit 32.1**

**Certification Pursuant to 18 U.S.C. Section 1350**

In connection with the Quarterly Report of comScore, Inc. (the "Company") on Form 10-Q for the quarter ended **March 31, 2023** **June 30, 2023**, as filed with the Securities and Exchange Commission (the "SEC") on the date hereof (the "Report"), I, Jonathan Carpenter, Chief Executive Officer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that, to the best of my knowledge:

(1) The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and

(2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

A signed original of this written statement has been provided to the Company and will be retained by the Company and furnished to the SEC or its staff upon request.

/s/ Jonathan Carpenter

**Jonathan Carpenter**

**Chief Executive Officer**

**(Principal Executive Officer)**

Date: **May 9, 2023** **August 8, 2023**

**Exhibit 32.2**

**Certification Pursuant to 18 U.S.C. Section 1350**

In connection with the Quarterly Report of comScore, Inc. (the "Company") on Form 10-Q for the quarter ended **March 31, 2023** **June 30, 2023**, as filed with the Securities and Exchange Commission (the "SEC") on the date hereof (the "Report"), I, Mary Margaret Curry, Chief Financial Officer and Treasurer of the Company, certify, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002, that, to the best of my knowledge:

(1) The Report fully complies with the requirements of Section 13(a) or 15(d) of the Securities Exchange Act of 1934; and

(2) The information contained in the Report fairly presents, in all material respects, the financial condition and results of operations of the Company.

A signed original of this written statement has been provided to the Company and will be retained by the Company and furnished to the SEC or its staff upon request.

/s/ Mary Margaret Curry

**Mary Margaret Curry**  
**Chief Financial Officer and Treasurer**  
**(Principal Financial Officer)**

Date: **May 9, 2023** August 8, 2023

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