



New USATODAY.com Creates Better Viewing Experience for Consumers and Facilitates Visibility and Value for Advertisers with comScore Validated Impression Measurement

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MCLEAN and RESTON, Va., Oct. 3, 2012 /PRNewswire/ -- Gannett Co., Inc. (NYSE: GCI) and comScore, Inc. (NASDAQ: SCOR) today announced an agreement to implement viewable impression measurement across ad campaigns appearing on the new USATODAY.com so that advertisers can quantify ads with the greatest ability to deliver an impact. The new USA TODAY offering leverages comScore's validated Campaign Essentials (vCE) and Digital Analytix Monetization tools to optimize inventory and validate that digital ad impressions have been seen by a desired target audience, a clear requirement for delivering superior advertising performance and the accountability the industry has long needed. The implementation of validated impression measurement is part of USA TODAY's overall strategy of creating a premium advertising environment through guaranteed viewability and large-canvas advertising integrated into the user experience.

"Gannett's vision is to make our digital audience the advertiser's audience by bringing all of the marketers' best assets to our site experience, rather than requiring someone to click off to another site," said David Payne, Gannett's Chief Digital Officer. "All impressions are not created equal, and we believe that by taking these significant steps to ensure viewability and targeting of large premium ads, we can create a vehicle where marketers can best showcase their products."

"We applaud Gannett for taking a leadership role, beginning with USATODAY.com, as one of the first companies to move the industry towards the validated impression standard which not only delivers accountability, transparency and improved performance for advertisers, but also provides a vastly improved web experience for consumers," said Anthony Psacharopoulos, Senior Vice President, comScore. "comScore vCE and Digital Analytix Monetization help premium publishers optimize their ad packages and give their advertising partners increased confidence that campaigns will be viewed, delivered on-target, and achieve the desired results."

About Digital Analytix Monetization

Digital Analytix Monetization provides publishers with the capability to perform seamless viewability-based inventory analysis and planning. With Digital Analytix Monetization, publishers can access ad viewability, duration and revenue data directly within the analytics reporting platform. They can use viewability data to better price placements and impressions based on their ability to engage and affect a reader. Publishers will also gain insights through site metrics integration at the placement, page, section and site level, and analyze performance to help them repackage placements while optimizing inventory and margins. Monetization allows publishers to price their placements and packages to accurately reflect the quality of their content.

About validated Campaign Essentials

validated Campaign Essentials (vCE) is an integrated solution for complete campaign delivery validation and in-flight optimization. Unlike existing single-point solutions, vCE provides an unduplicated accounting of impressions delivered across a variety of dimensions, such as ads delivered in-view, in the right geography, in a brand safe environment and absent of non-human traffic. It also evaluates the degree to which validated impressions reached the campaign target audience. vCE reports on reach and frequency, comprehensive demographics and behavioral segments. This measurement eliminates all impressions that never had a chance to make an impact, providing a more realistic and accurate picture of campaign delivery.

About comScore

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

About Gannett

Gannett Co., Inc. (NYSE: GCI) is an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties. Our portfolio of trusted brands offers marketers unmatched local-to-national reach and customizable, innovative marketing solutions across any platform. Gannett is committed to connecting people – and the companies who want to reach them – with their interests and communities. For more information, visit www.gannett.com.

Cautionary Note Regarding Forward-Looking Statements

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, but not limited to, expectations regarding the impact and benefits to comScore from the Digital Analytix and validated Campaign Essentials product families, financial or otherwise. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to: the features and characteristics of the products, the rate of development of the digital marketing intelligence, Internet advertising and e-Commerce markets; the growth of the Internet as a medium for commerce, content, advertising and communications; and the acceptance of new products and methodologies by the industry, including existing and prospective clients.

For a detailed discussion of these and other risk factors, please refer to comScore's most recent respective Quarterly Reports on Form 10-Q, Annual Reports on Form 10-K and from time to time other filings with the Securities and Exchange Commission (the "SEC"), which are available on the SEC's Web site (<http://www.sec.gov>).

Stockholders of comScore are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date such statements are made. comScore does not undertake any obligation to publicly update any forward-looking statements to reflect events, circumstances or new information after the date of this press release, or to reflect the occurrence of unanticipated events.

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