

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0104
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1. Name and Address of Reporting Person* <u>Bagdasarian Stephen</u> <hr/> (Last) (First) (Middle) <u>11950 DEMOCRACY DRIVE, STE. 600</u> <hr/> (Street) <u>RESTON VA 20190</u> <hr/> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>11/01/2023</u>	3. Issuer Name and Ticker or Trading Symbol <u>COMSCORE, INC. [SCOR]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Commercial Officer</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>15,987</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
<u>Restricted Stock Units⁽¹⁾</u>	<u>(2)</u>	<u>(2)</u>	<u>Common Stock</u>	<u>75,000</u>	<u>0⁽³⁾</u>	<u>D</u>
<u>Restricted Stock Units⁽⁴⁾</u>	<u>(5)</u>	<u>(5)</u>	<u>Common Stock</u>	<u>148,515</u>	<u>0⁽³⁾</u>	<u>D</u>
<u>Stock Option (right to buy)⁽⁶⁾</u>	<u>(7)</u>	<u>11/09/2032</u>	<u>Common Stock</u>	<u>128,000</u>	<u>2.5</u>	<u>D</u>

Explanation of Responses:

- This restricted stock unit award was granted on 9/26/2022 pursuant to the terms of the comScore, Inc. 2018 Equity and Incentive Compensation Plan (the "Plan").
- 25,000 restricted stock units vested on 9/26/2023. The remaining 75,000 restricted stock units will vest in three equal annual installments beginning on 9/26/2024, subject to the reporting person's continuous service with the Company through each vesting date.
- Each restricted stock unit represents a contingent right to receive one share of the Company's common stock.
- This restricted stock unit award was granted on 6/6/2023 pursuant to the terms of the Shareable, Inc. 2013 Stock Option/Stock Issuance Plan, as amended.
- This award vests in three equal annual installments beginning on 6/6/2024, subject to the reporting person's continuous service with the Company through each vesting date.
- This option award was granted on 11/9/2022 pursuant to the terms of the Plan.
- This option award vests and becomes exercisable in four equal annual installments beginning on 9/26/2023, subject to the reporting person's continuous service with the Company through each vesting date.

Remarks:

/s/ Ashley Wright, Attorney-in-Fact 11/08/2023
 ** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 5 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Mary Margaret Curry and Ashley Wright as the undersigned's true and lawful attorney-in-fact to:

(1) prepare, execute in the undersigned's name and on the undersigned's behalf, and submit to the United States Securities and Exchange Commission (the "SEC") a Form ID, including amendments thereto, and any other documents necessary or appropriate to obtain codes and passwords enabling the undersigned to make electronic filings with the SEC of reports required by Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of comScore, Inc. (the "Company"), Forms 3, 4, and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(3) do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Forms 3, 4, or 5, complete and execute any amendment or amendments thereto, and file such forms with the SEC and any stock exchange or similar authority; and

(4) take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorney-in-fact, in serving in such capacity at the request of the undersigned, is not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4, and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorney-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of November 3, 2023.

Signature 

Print Name Stephen Bagdasarian

County/City of Fairfax
Commonwealth/State of Virginia
The foregoing instrument was acknowledged
before me this 3 day of Nov,
2023, by
Stephen Bagdasarian
(name of person seeking acknowledgement)
Janet Eyerly Overvold
Notary Public
My Commission Expires: 7/31/2025



