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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

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**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): September 11, 2009**

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**comScore, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of  
incorporation)

**000-1158172**

(Commission File Number)

**54-1955550**

(IRS Employer  
Identification No.)

**11950 Democracy Drive  
Suite 600**

**Reston, Virginia 20190**

(Address of principal executive offices, including zip code)

**(703) 438-2000**

(Registrant's telephone number, including area code)

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

As announced by comScore, Inc. (the “Company”) in a press release dated September 14, 2009, Gregory T. Dale, previously the Company’s Chief Technology Officer, has been promoted to the position of Chief Operating Officer effective as of September 11, 2009.

Mr. Dale, age 39, has served as the Company’s Chief Technology Officer since October 2000. Prior to that, he served as the Company’s Vice President, Product Management beginning in September 1999. Prior to joining the Company, he served as Vice President of Client Service at Paragren Technologies, Inc., a company that specialized in enterprise relationship marketing. Mr. Dale holds a B.S. in Industrial Management from Purdue University.

The terms of Mr. Dale’s existing employment arrangement with the Company remain otherwise unchanged following his appointment as Chief Operating Officer, although the Company’s management and the Compensation Committee of the Board of Directors of the Company expect to review Mr. Dale’s compensation in the context of his new responsibilities in the future.

A copy of the press release announcing Mr. Dale’s promotion is attached hereto as Exhibit 99.1.

**Item 9.01. Financial Statements and Exhibits.**

**(d) Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated September 14, 2009

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**SIGNATURES**

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 hereunto duly authorized.

**comScore, Inc.**

By: /s/ Christiana L. Lin

Christiana L. Lin

General Counsel and Chief Privacy Officer

Date: September 14, 2009

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## EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated September 14, 2009

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FOR IMMEDIATE RELEASE

Contact: Andrew Lipsman  
comScore, Inc.  
(312) 775-6510  
[press@comscore.com](mailto:press@comscore.com)

**comScore Announces Promotion of Gregory Dale to Chief Operating Officer**

*One of comScore's Earliest Employees, Mr. Dale Most Recently Served  
as comScore's Chief Technology Officer*

**RESTON, VA, September 14, 2009** – comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world today announced the promotion of Gregory Dale to Chief Operating Officer. In this new role, Mr. Dale will oversee comScore's operating activities, including the company's Product Management, Custom Analytics and Technology groups.

Mr. Dale joined comScore shortly after its founding in 1999 and has been instrumental in helping build comScore's leadership position in the industry, having first served as VP of product management and more recently as the company's Chief Technology Officer. He has been intimately involved in the creation of the world's largest, representative and continuously monitored consumer panel, which stands today at approximately 2 million people worldwide. Under his direction, comScore has introduced a wide array of innovative products, including the measurement of Web site audiences, e-commerce, search queries, video viewing and online advertising.

Prior to comScore, Mr. Dale served as VP of client service at Paragren Technologies and before that held several client service positions at Information Resources, Inc. Mr. Dale holds a B.S. in Industrial Management from Purdue University.

"I'm delighted to see Greg promoted to the role of Chief Operating Officer at comScore," said Dr. Magid Abraham, comScore President & CEO. "As one of comScore's first employees back in 1999, Greg has long been instrumental in helping drive the company's growth. He has exceptional knowledge of every aspect of the comScore business, from an operational and technical standpoint to his keen understanding of client and market needs. We are confident in Greg's leadership and in his ability to help continue to drive comScore's performance in a way that leverages our technological leadership and commitment to innovation."

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**About comScore**

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

**Cautionary Statement**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, expectations regarding the impact of Mr. Dale's leadership and abilities on comScore's future performance. These statements involve risks and uncertainties that could cause our actual results to differ materially, including, but not limited to, comScore's reliance on key members of its management team. For a detailed discussion of this and other risk factors, please refer to comScore's Quarterly Report on Form 10-Q for the period ended June 30, 2009, comScore's Annual Report on Form 10-K for the period ended December 31, 2008 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 our 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.