Comscore, Inc.

SCOR

Nasdaq; other; SIC 7389, Services-Business Services, NEC; CIK 0001158172

E

weakest fifth of 334 graded peers in other

rank 293 of 334; percentile 87.7; sampling error 2.7 points; lower is stronger

A B C D E

E, the bear



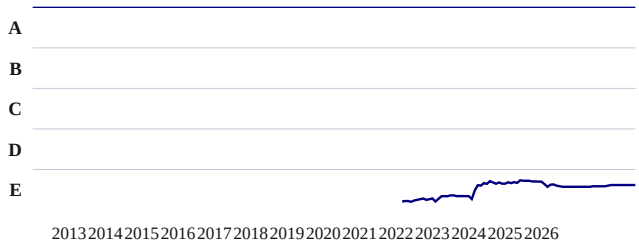
Scoreboard	
Profitability	B/C percentile 38.1
Solvency	D percentile 63.0
Growth and financing	E percentile 83.8
Reliability	0.87 AUC filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025
Peer failure rate	1.03% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	$120M to $591M assets total assets $407.7M
Standard universe	inside revenue above $1M and assets above $10M
Warnings	dilution not computable: distress
Inputs computable	10 of 14
Graded from	filings received through Mar 26, 2026 210 days before the rescan; latest periodic filing 10-Q received Aug 14, 2026
Last close	$3.18 2026-10-21; market equity $48.3M; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Mar 26, 2026

Unless the context requires otherwise, references in this 10-K to "Comscore," "we," "us," the "Company" and "our" refer to comScore, Inc. and its consolidated subsidiaries. This 10-K contains trademarks and trade names of our company and our subsidiaries. We maintain trademark protection for our products and services. All trademarks and trade names appearing in this 10-K are the property of their respective holders. We are a global information and analytics company that measures advertising, content, and the consumer audiences of each, across media platforms.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 38.1						
Gross profitability	35.5%	27.1%		31.6	286	2025-12-31
Return on invested capital	not computable	10.0%				
pretax income must exceed the validity floor and imply a 0%-100% tax rate						

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Accruals ratio	(7.8%)	(5.8%)		37.1	502	2025-12-31
Gross margin stability, five years	2.0 pts	2.2 pts		45.6	205	2025-12-31
Solvency, sleeve percentile 63.0						
Twelve-month failure probability	not computable	0.04%				
latest liabilities, cash plus short-term investments, book equity, and shares are required						
Altman Z double-prime	(11.22)	2.05		90.1	384	2025-12-31
Net debt to EBITDA	0.63x	2.52x		21.5	182	2025-12-31
Interest coverage	not computable	2.18x				
one or more required annual facts are missing						
Current ratio	0.78x	1.33x		77.5	503	2025-12-31
Growth and financing, sleeve percentile 83.8						
Revenue growth, three-year compound	(1.7%)	5.1%		73.4	399	2025-12-31
Free cash flow growth, three-year compound	(13.6%)	8.9%		75.2	219	2025-12-31
Reinvestment rate	not computable	11.9%				
pretax income must exceed the validity floor and imply a 0%-100% tax rate						
Asset growth, three years	(11.1%)	4.1%		89.6	435	2025-12-31
Net share issuance, one year	205.8%	(0.5%)		97.2	354	2026-03-16

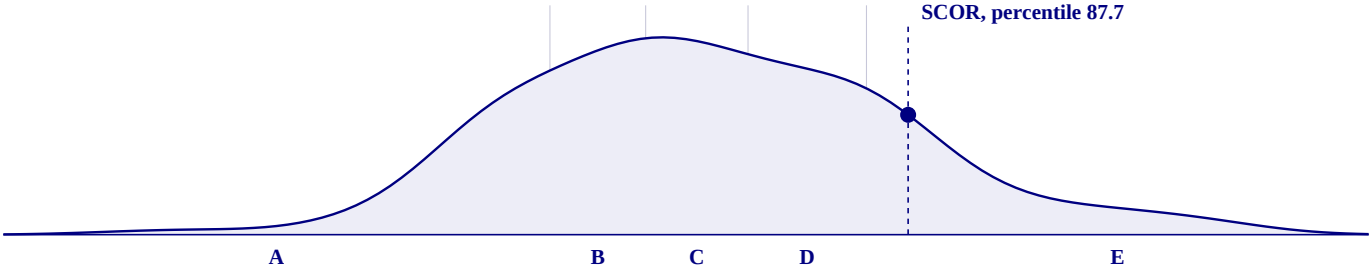
Warnings

1 of 7 checks triggered; none of them enters the letter

Check	Measured
Dilution	split-adjusted year-over-year share growth is 205.8%

Among 334 peers

other; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
288	Xenia Hotels & Resorts, Inc. (XHR)	86.2	E	
289	Advantage Solutions Inc. (ADV)	86.5	E	
290	GXO Logistics, Inc. (GXO)	86.8	E	
291	Monro, Inc. (MNRO)	87.1	E	
292	Enbridge Inc. (ENB)	87.4	E	
293	Comscore, Inc. (SCOR)	87.7	E	dilution
294	Plains ALL American Pipeline L.P. (PAA)	88.0	E	
295	Fidelity National Information Services, Inc. (FIS)	88.3	E	
296	Maxcyte, Inc. (MXCT)	88.6	E	
297	AMN Healthcare Services Inc. (AMN)	88.9	E	
298	Thryv Holdings, Inc. (THRY)	89.2	E	

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What the price implies

at the 2026-10-21 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(39.9%)	2.0%	15
Distance from 52-week high	(62.1%)	(25.0%)	10
EBIT to enterprise value	7.2%	4.3%	75
Free cash flow yield	42.1%	4.0%	99
Book value to price	1.73	0.35	96
Sales to price	6.90	0.72	94
Composite equity issuance, five years	138.8%	(8.8%)	95
Relative strength against the sector, log excess return	(0.66)	(0.13)	15

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score 4 of 9, period end 2025-12-31	
Return on assets above zero	fail
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	pass
Cash, filings, liquidity	
Cash and equivalents	$25.7M
Operating cash flow, four quarters	$20.8M
Months of runway	not finite
Days since last periodic filing	69 (10-Q received Aug 14, 2026)
Median daily dollar volume, 63 sessions	$172,830

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$357.5M	2025-12-31	2026-03-26	10-K	26-000009
2	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	$212.8M	2025-12-31	2026-03-26	10-K	26-000009
3	assets	us-gaap:Assets	$407.7M	2025-12-31	2026-03-26	10-K	26-000009
4	operating income	us-gaap:OperatingIncomeLoss	$4.5M	2025-12-31	2026-03-26	10-K	26-000009
5	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	-$8.1M	2025-12-31	2026-03-26	10-K	26-000009
6	income tax	us-gaap:IncomeTaxExpenseBenefit	$1.9M	2025-12-31	2026-03-26	10-K	26-000009
7	total debt	us-gaap:LongTermDebt	$41.5M	2025-12-31	2026-03-26	10-K	26-000009
8	book equity	us-gaap:StockholdersEquity	$111.4M	2025-12-31	2026-03-26	10-K	26-000009
9	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$23.6M	2025-12-31	2026-03-26	10-K	26-000009
10	total debt	us-gaap:LongTermDebt	$41.2M	2024-12-31	2026-03-26	10-K	26-000009
11	book equity	us-gaap:StockholdersEquity	-$8.3M	2024-12-31	2026-03-26	10-K	26-000009
12	cash	us-gaap:CashAndCashEquivalentsAtCarryingValue	$29.9M	2024-12-31	2026-03-26	10-K	26-000009
13	net income	us-gaap:NetIncomeLoss	-$10.0M	2025-12-31	2026-03-26	10-K	26-000009
14	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$22.7M	2025-12-31	2026-03-26	10-K	26-000009
15	assets	us-gaap:Assets	$430.2M	2024-12-31	2026-03-26	10-K	26-000009
16	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$356.0M	2024-12-31	2026-03-26	10-K	26-000009
17	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	$208.7M	2024-12-31	2026-03-26	10-K	26-000009
18	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$371.3M	2023-12-31	2026-03-26	10-K	26-000009

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19	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	$205.6M	2023-12-31	2026-03-26	10-K	26-000009
20	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$376.4M	2022-12-31	2025-03-06	10-K	25-000021
21	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	$205.3M	2022-12-31	2025-03-06	10-K	25-000021
22	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$367.0M	2021-12-31	2024-03-12	10-K	24-000012
23	cost of revenue	us-gaap:CostOfGoodsAndServicesSold	$203.0M	2021-12-31	2024-03-12	10-K	24-000012
24	current assets	us-gaap:AssetsCurrent	$96.3M	2025-12-31	2026-03-26	10-K	26-000009
25	current liabilities	us-gaap:LiabilitiesCurrent	$122.9M	2025-12-31	2026-03-26	10-K	26-000009
26	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$1.4B	2025-12-31	2026-03-26	10-K	26-000009
27	liabilities	us-gaap:Liabilities	$206.5M	2025-12-31	2026-03-26	10-K	26-000009
28	depreciation amortization	us-gaap:Depreciation	$23.7M	2025-12-31	2026-03-26	10-K	26-000009
29	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$956,000	2025-12-31	2026-03-26	10-K	26-000009
30	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$18.1M	2024-12-31	2026-03-26	10-K	26-000009
31	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$813,000	2024-12-31	2026-03-26	10-K	26-000009
32	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$28.9M	2023-12-31	2026-03-26	10-K	26-000009
33	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$1.6M	2023-12-31	2026-03-26	10-K	26-000009
34	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$34.9M	2022-12-31	2025-03-06	10-K	25-000021
35	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$1.1M	2022-12-31	2025-03-06	10-K	25-000021
36	current assets	us-gaap:AssetsCurrent	$108.1M	2024-12-31	2026-03-26	10-K	26-000009
37	current liabilities	us-gaap:LiabilitiesCurrent	$131.3M	2024-12-31	2026-03-26	10-K	26-000009
38	assets	us-gaap:Assets	$491.3M	2023-12-31	2025-03-06	10-K	25-000021
39	assets	us-gaap:Assets	$580.6M	2022-12-31	2024-03-12	10-K	24-000012
40	shares outstanding	dei:EntityCommonStockSharesOutstanding	15,023,514	2026-03-16	2026-03-26	10-K	26-000009
41	shares outstanding	dei:EntityCommonStockSharesOutstanding	4,913,077	2025-02-28	2025-03-06	10-K	25-000021