# 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

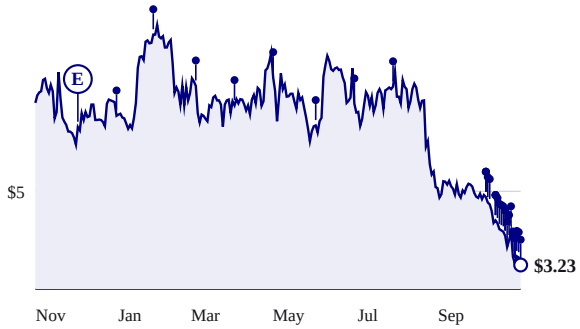
A B C D E

**E, the bear**



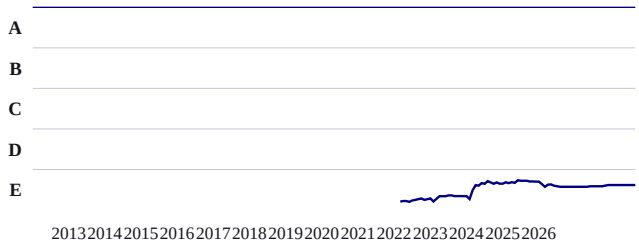
| Scoreboard | |
|---|---|
| **Profitability** | B/C<br>percentile 38.1 |
| **Solvency** | D<br>percentile 63.0 |
| **Growth and financing** | E<br>percentile 83.8 |
| **Reliability** | 0.87 AUC<br>filers with $120M to $591M assets; 95% interval 0.83 to 0.90; 206 events, 2020 to 2025 |
| **Peer failure rate** | 1.03% a year<br>Item 1.03 bankruptcies, same asset band, 2012 to 2025 |
| **Size band** | $120M to $591M assets<br>total assets $407.7M |
| **Standard universe** | inside<br>revenue above $1M and assets above $10M |
| **Warnings** | dilution<br>not computable: distress |
| **Inputs computable** | 10 of 14 |
| **Graded from** | filings received through Mar 26, 2026<br>211 days before the rescan; latest periodic filing 10-Q received Aug 14, 2026 |
| **Last close** | $3.23<br>2026-10-22; market equity $49.1M; 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* | | | | | | |

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

| | | | | | | |
|---|---|---|---|---|---|---|
| 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 |

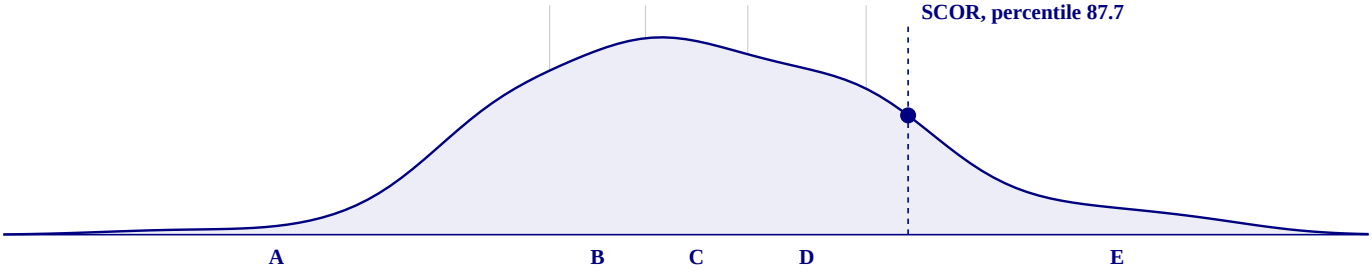
## Warnings

*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 2026-10-22 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 | (64.1%) | (24.5%) | 10 |
| EBIT to enterprise value | 7.5% | 4.3% | 78 |
| Free cash flow yield | 44.4% | 4.0% | 99 |
| Book value to price | 1.82 | 0.34 | 96 |
| Sales to price | 7.29 | 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 | 70 (10-Q received Aug 14, 2026) |
| Median daily dollar volume, 63 sessions | $174,969 |

## 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 |