

COMSCORE, INC.  
Form SC 13G  
February 13, 2008

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934  
(Amendment No. )\***

**COMSCORE, INC.**

(Name of Issuer)

**Common Stock**

(Title of Class of Securities)

**20564W105**

(CUSIP Number)

**December 31, 2007**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 20564W105

- |   |   |                                     |
|---|---|-------------------------------------|
| 1.  | Names of Reporting Persons<br>Lehman Brothers Holdings Inc.   |                                     |
|   | S.S. or I.R.S. Identification No. of Above Person   |                                     |
|   | 13-3216325  |                                     |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)                                       |                                     |
|   | (a) <input type="radio"/>   | o                                   |
|   | (b) <input type="radio"/>   | o                                   |
| 3.  | SEC Use Only  |                                     |
| 4.  | Citizenship or Place of Organization<br>Delaware  |                                     |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5.  | Sole Voting Power<br>1,699,157      |
|   | 6.  | Shared Voting Power<br>-0-          |
|   | 7.  | Sole Dispositive Power<br>1,699,157 |
|   | 8.  | Shared Dispositive Power<br>-0-     |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>1,699,157                                 |                                     |
| 10.   | Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="radio"/> |                                     |
| 11.   | Percent of Class Represented by Amount in Row (9)<br>6.1%(1)  |                                     |
| 12.   | Type of Reporting Person (See Instructions)<br>HC/CO  |                                     |

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

CUSIP No. 20564W105

- |     |   |           |
|-----|---|-----------|
| 1.  | Names of Reporting Persons<br>Lehman Brothers Inc.  |           |
|     | S.S. or I.R.S. Identification No. of Above Person   |           |
|     | 13-2518466  |           |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)                                       |           |
|     | (a) <input type="radio"/>   |           |
|     | (b) <input type="radio"/>   |           |
| 3.  | SEC Use Only  |           |
| 4.  | Citizenship or Place of Organization<br>Delaware  |           |
| 5.  | Sole Voting Power   | 1,699,157 |
| 6.  | Shared Voting Power   | -0-       |
| 7.  | Sole Dispositive Power  | 1,699,157 |
| 8.  | Shared Dispositive Power  | -0-       |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person  | 1,699,157 |
| 10. | Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="radio"/> |           |
| 11. | Percent of Class Represented by Amount in Row (9)   | 6.1%(1)   |
| 12. | Type of Reporting Person (See Instructions)<br>BD/CO  |           |

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

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CUSIP No. 20564W105

- |   |   |                                     |
|---|---|-------------------------------------|
| 1.  | Names of Reporting Persons<br>LB I Group Inc.   |                                     |
|   | S.S. or I.R.S. Identification No. of Above Person   |                                     |
|   | 13-2741778  |                                     |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)                                       |                                     |
|   | (a) <input type="radio"/>   | o                                   |
|   | (b) <input type="radio"/>   | o                                   |
| 3.  | SEC Use Only  |                                     |
| 4.  | Citizenship or Place of Organization<br>Delaware  |                                     |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5.  | Sole Voting Power<br>1,699,157      |
|   | 6.  | Shared Voting Power<br>-0-          |
|   | 7.  | Sole Dispositive Power<br>1,699,157 |
|   | 8.  | Shared Dispositive Power<br>-0-     |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>1,699,157                                 |                                     |
| 10.   | Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) <input type="radio"/> |                                     |
| 11.   | Percent of Class Represented by Amount in Row (9)<br>6.1%(1)  |                                     |
| 12.   | Type of Reporting Person (See Instructions)<br>CO   |                                     |

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

CUSIP No. 20564W105

1. Names of Reporting Persons  
 Lehman Brothers Venture Capital Partners I, LP

S.S. or I.R.S. Identification No. of Above Person  
 13-4055760

2. Check the Appropriate Box if a Member of a Group (See Instructions)

(a)   
 (b)

3. SEC Use Only

4. Citizenship or Place of Organization  
 Delaware

Number of  
 Shares  
 Beneficially  
 Owned by  
 Each  
 Reporting  
 Person With

5. Sole Voting Power  
 335,837

6. Shared Voting Power  
 -0-

7. Sole Dispositive Power  
 335,837

8. Shared Dispositive Power  
 -0-

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
 335,837

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

11. Percent of Class Represented by Amount in Row (9)  
 1.2%(1)

12. Type of Reporting Person (See Instructions)  
 PN

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

CUSIP No. 20564W105

1. Names of Reporting Persons  
 Lehman Brothers Venture Associates Inc

S.S. or I.R.S. Identification No. of Above Person  
 13-4053690

2. Check the Appropriate Box if a Member of a Group (See Instructions)  
 (a)   
 (b)

3. SEC Use Only

4. Citizenship or Place of Organization  
 Delaware

|   |    |                                   |
|---|----|-----------------------------------|
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5. | Sole Voting Power<br>616,092      |
|   | 6. | Shared Voting Power<br>-0-        |
|   | 7. | Sole Dispositive Power<br>616,092 |
|   | 8. | Shared Dispositive Power<br>-0-   |

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
 616,092

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

11. Percent of Class Represented by Amount in Row (9)  
 2.2%(1)

12. Type of Reporting Person (See Instructions)  
 CO

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

CUSIP No. 20564W105

1. Names of Reporting Persons  
**Lehman Brothers Venture Partners LP**  
  
 S.S. or I.R.S. Identification No. of Above Person  
 13-4055753
2. Check the Appropriate Box if a Member of a Group (See Instructions)
 

|     |                       |
|-----|-----------------------|
| (a) | <input type="radio"/> |
| (b) | <input type="radio"/> |

3. SEC Use Only

4. Citizenship or Place of Organization  
**Delaware**

|   |    |  |                                   |
|---|----|--|-----------------------------------|
|   | 5. |  | Sole Voting Power<br>616,092      |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6. |  | Shared Voting Power<br>-0-        |
|   | 7. |  | Sole Dispositive Power<br>616,092 |
|   | 8. |  | Shared Dispositive Power<br>-0-   |

9. Aggregate Amount Beneficially Owned by Each Reporting Person  
 616,092

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions)

11. Percent of Class Represented by Amount in Row (9)  
 2.2%(1)

12. Type of Reporting Person (See Instructions)  
 PN

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(1) Based on 27,914,541 shares of common stock outstanding as of November 9, 2007, as reported in the 10-Q for the period ended September 30, 2007.

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**Item 1.**

- (a) Name of Issuer  
Comscore, Inc
- (b) Address of Issuer's Principal Executive Offices  
11465 Sunset Hills Road, Suite 200  
  
Reston, VA 20190

**Item 2.**

- (a) Name of Person Filing  
Lehman Brothers Holdings Inc.  
  
Lehman Brothers Inc.  
  
LB I Group Inc.  
  
Lehman Brothers Venture Capital Partners I, LP  
  
Lehman Brothers Venture Associates Inc.
- (b) Lehman Brothers Venture Partners LP  
Address of Principal Business Office or, if none, Residence  
Lehman Brothers Holdings Inc.  
  
745 Seventh Avenue  
  
New York, New York 10019  
  
  
  
Lehman Brothers Inc.  
  
745 Seventh Avenue  
  
New York, New York 10019  
  
  
  
LB I Group Inc.  
  
399 Park Avenue  
  
New York, New York 10022  
  
  
  
Lehman Brothers Venture Capital Partners I, LP  
  
399 Park Avenue  
  
New York, New York 10022  
  
  
  
Lehman Brothers Venture Associates Inc.



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745 Seventh Avenue

New York, New York 10019

Lehman Brothers Venture Partners LP

745 Seventh Avenue

New York, New York 10019

(c) Citizenship

Lehman Brothers Holdings Inc. ( Holdings ) is a corporation organized under the laws of the State of Delaware.

Lehman Brothers Inc. ( LBI ) is a corporation organized under the laws of the State of Delaware.

LB I Group Inc. ( LB I Group ) is a corporation organized under the laws of the State of Delaware.

Lehman Brothers Venture Capital Partners I, LP ( LB Venture Capital ) is a limited liability company formed under the laws of the State of Delaware.

Lehman Brothers Venture Associates Inc. ( LB Venture Associates ) is a corporation organized under the laws of the State of Delaware.

Lehman Brothers Venture Partners LP ( LB Venture Partners ) is a limited partnership formed under the laws of the State of Delaware.

- (d) Title of Class of Securities  
Common Stock
- (e) CUSIP Number  
20564W105

**Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  A broker or dealer under Section 15 of the 1934 Act
- (b)  A bank as defined in Section 3(a)(6) of the 1934 Act
- (c)  An insurance company as defined in Section 3(a) (19) of the 1934 Act
- (d)  An investment company registered under Section 8 of the Investment Company Act of 1940
- (e)  An investment advisor in accordance with Rule 13d-1(b)(1)(ii)(E)
- (f)  An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F)
- (g)  A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G)
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act
- (i)  A church plan that is excluded from the definition of investment Company under Section 3(c)(14) of the Investment Company Act of 1940
- (j)  A group, in accordance with Rule 13d-1(b)(1)(ii)(J)

**Item 4. Ownership**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

- (a) Amount beneficially owned:  
  
See Item 9 of cover pages.
- (b) Percent of class:  
  
See Item 11 of cover pages.
- (c) Number of shares as to which the person has:
  - (i) Sole power to vote or to direct the vote
  - (ii) Shared power to vote or to direct the vote
  - (iii) Sole power to dispose or to direct the disposition of

(iv) Shared power to dispose or to direct the disposition of

See Items 5-8 of cover pages.

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not Applicable

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person**

LB I Group is the actual owner of 747,228 shares of Common Stock reported herein. LB I Group, is wholly-owned by LBI, which is wholly-owned by Holdings.

Under the rules and regulations of the Securities and Exchange Commission, LBI and Holdings may be deemed to be the beneficial owners of the shares of Common Stock owned by LB I Group.

LB Venture Partners is the actual owner of 616,092 shares of Common Stock reported herein. LB Venture Partners is wholly-owned by LB Venture Associates, which is wholly-owned by LB I Group, which is wholly-owned by LBI, which is wholly-owned by Holdings.

Under the rules and regulations of the Securities and Exchange Commission, LB Venture Associates, LB I Group, LBI and Holdings may be deemed to be the beneficial owners of the Common Stock owned by LB Venture Partners.

LB Venture Capital is the actual owner of 335,837 shares of Common Stock reported herein. LB Venture Capital is wholly-owned by LB I Group which is wholly-owned by LBI, which is wholly-owned by Holdings.

Under the rules and regulations of the Securities and Exchange Commission, LB I Group, LBI and Holdings may be deemed to be the beneficial owners of the Common Stock owned by LB Venture Capital.

**Item 8.**  
Not Applicable

**Identification and Classification of Members of the Group**

**Item 9.**  
Not Applicable

**Notice of Dissolution of Group**

**Item 10.**

**Certification**

- By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.
- By signing below I hereby certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

After reasonable inquiry and to the best of the undersigned's knowledge and belief, the undersigned hereby certifies that the information set forth in this statement is true, complete and correct.

**Signature**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

February 13, 2008  
Date

LEHMAN BROTHERS HOLDINGS INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Vice President  
Name/Title

LEHMAN BROTHERS INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Senior Vice President  
Name/Title

LB I GROUP INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

LEHMAN BROTHERS VENTURE CAPITAL PARTNERS I, LP

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

LEHMAN BROTHERS VENTURE ASSOCIATES INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

LEHMAN BROTHERS VENTURE PARTNERS LP

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

**EXHIBIT A - JOINT FILING AGREEMENT**

The undersigned hereby agree that the Statement on Schedule 13G filed herewith (and any amendments thereto), is being filed jointly with the Securities and Exchange Commission pursuant to Rule 13d-1(k) (1) under the Securities Exchange Act of 1934, as amended, on behalf of each such person.

February 13, 2008  
Date

LEHMAN BROTHERS HOLDINGS INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Vice President  
Name/Title

LEHMAN BROTHERS INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Senior Vice President  
Name/Title

LB I GROUP INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

LEHMAN BROTHERS VENTURE CAPITAL PARTNERS I, LP

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title

LEHMAN BROTHERS VENTURE ASSOCIATES INC.

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory





LEHMAN BROTHERS VENTURE PARTNERS LP

/s/ Barrett S. DiPaolo  
Signature

Barrett S. DiPaolo  
Authorized Signatory  
Name/Title