

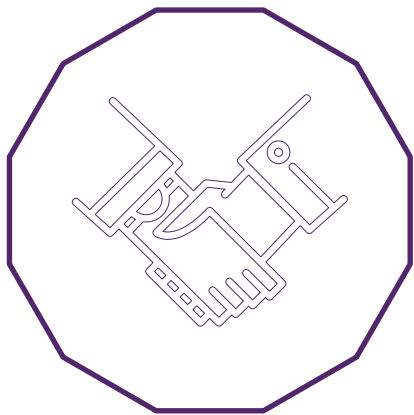
The Next Frontier of Cross Media Measurement

ON AIR

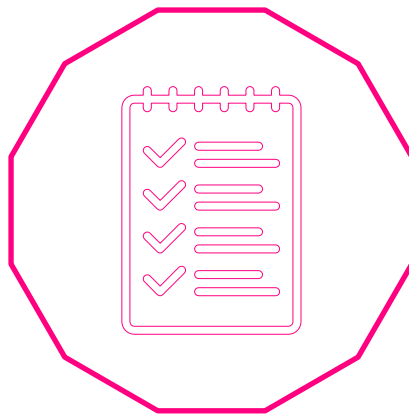
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KANTAR MEDIA

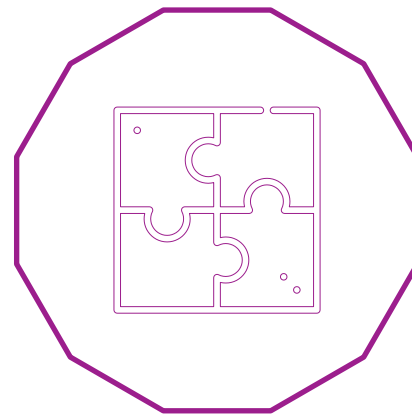
COMSCORE



Strategic Alliance

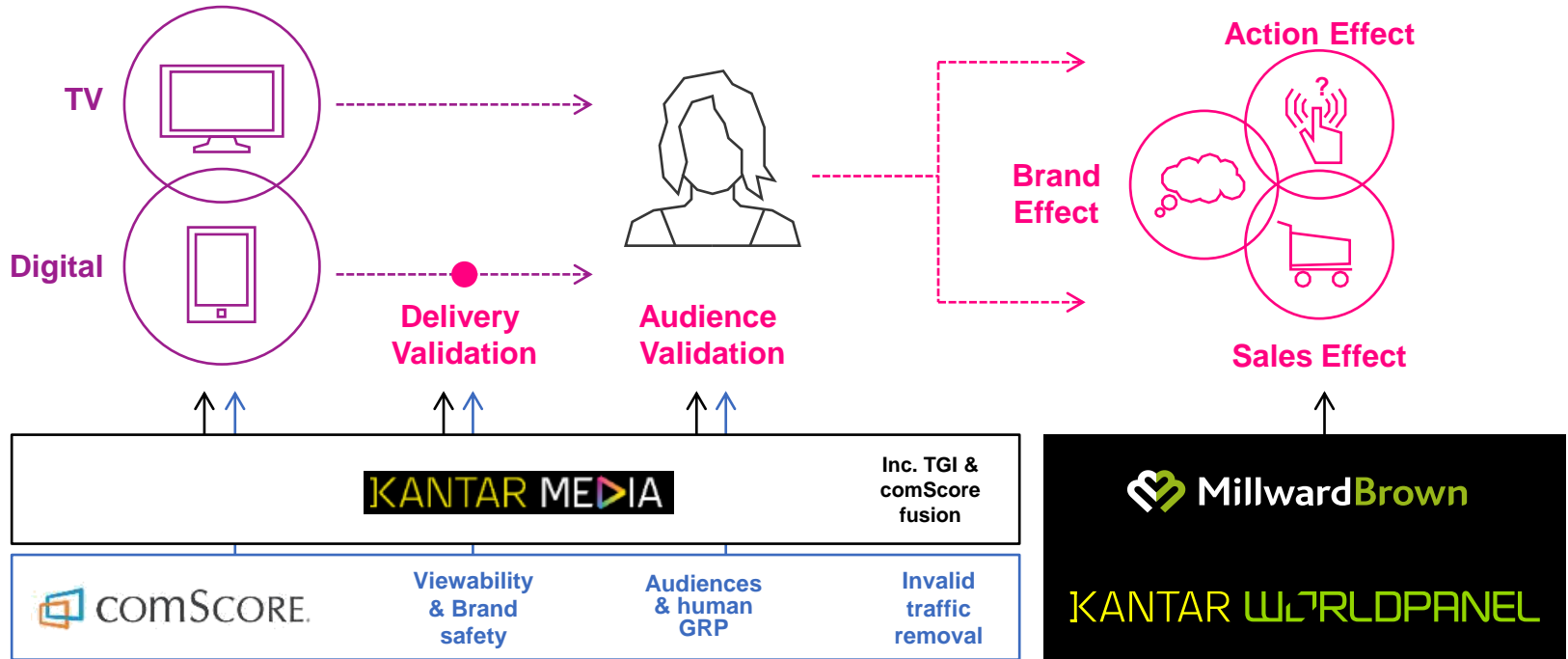


Reporting Scope



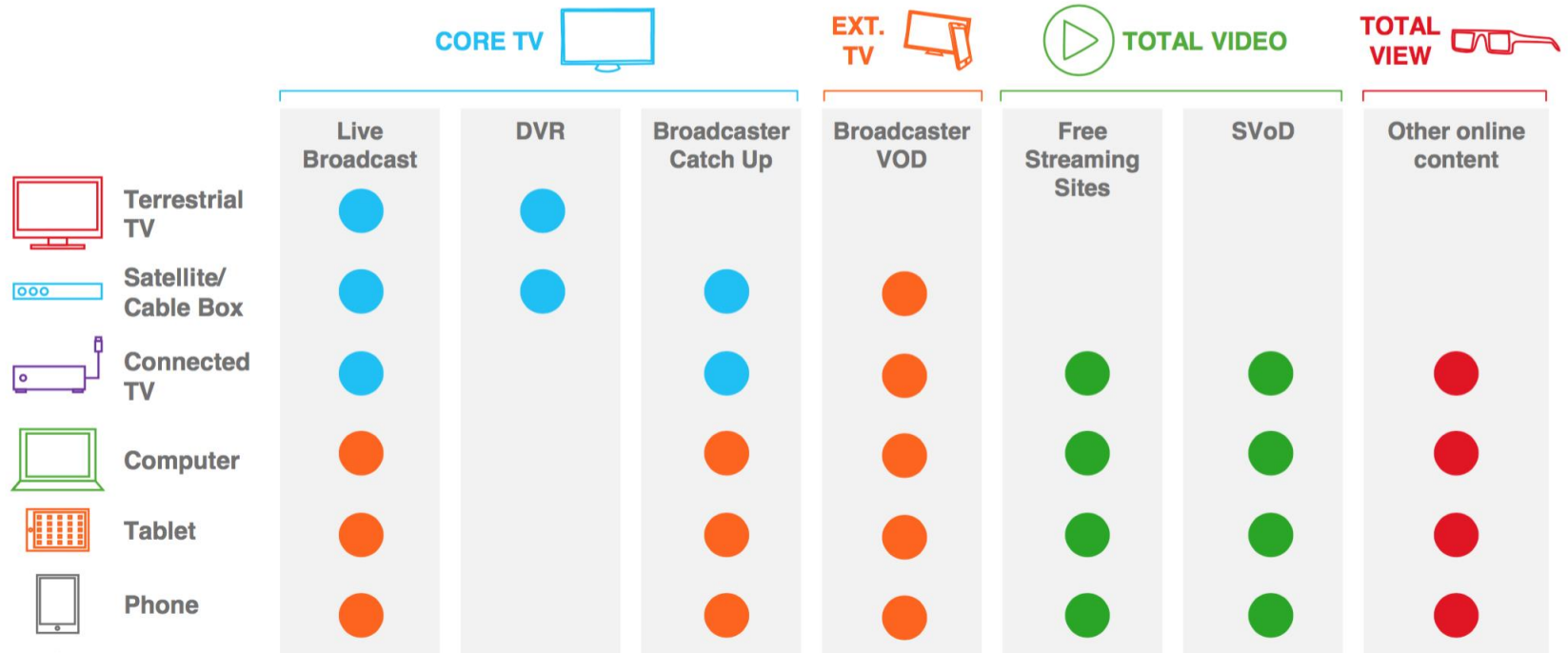
Cross Media Models

Strategic Alliance : Cross-media audience & campaign ROI



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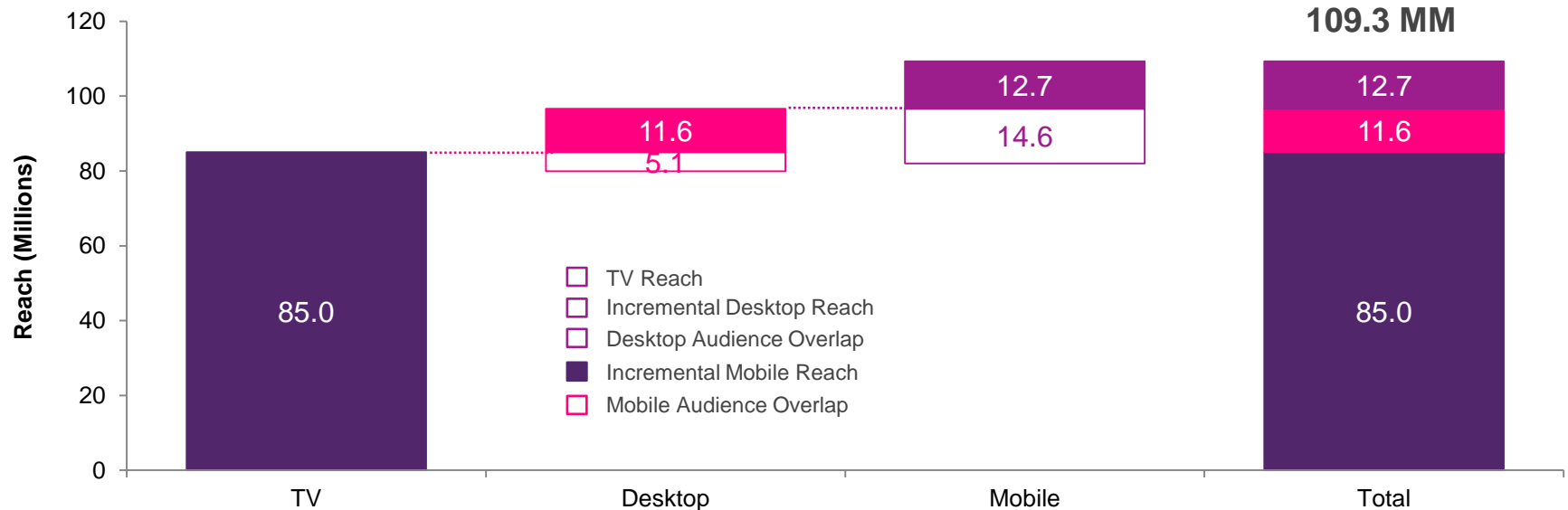
Reporting Scope: Cross Media beyond Extended TV



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From Core TV to Total View – 29% increased audience

For a selection of US cable networks comes from digital properties in Total View



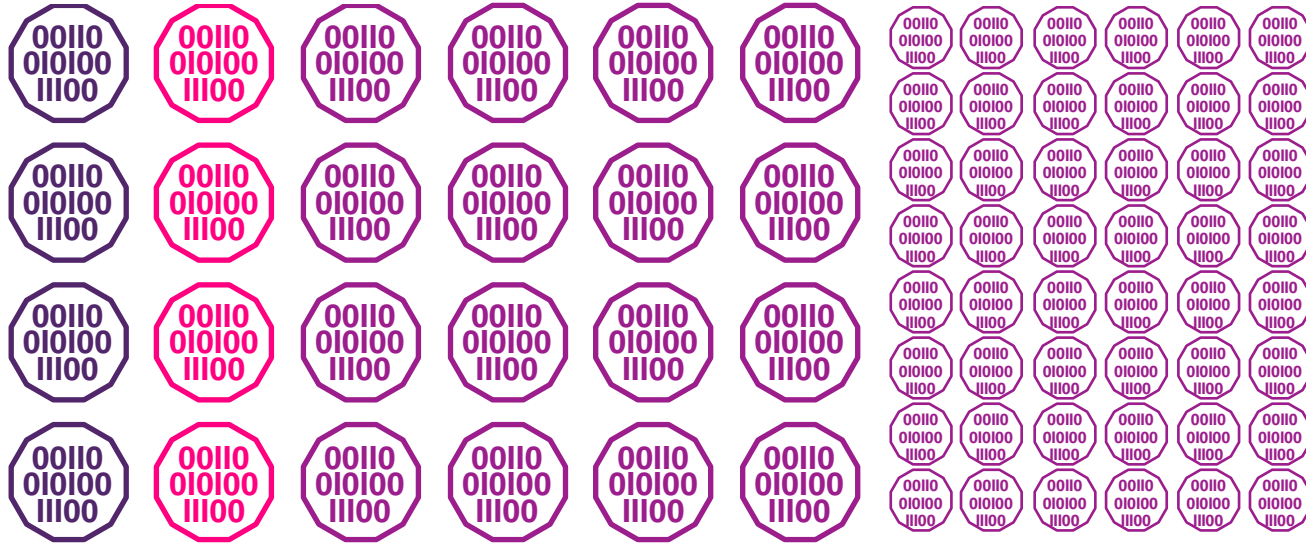
Cable Network Analysis: TV + Digital Cross-Platform Audience Reach Analysis

Source: comScore Xmedia, U.S., November 2015 – Live TV

Big Opportunity... with Challenges

- **Tag Implementation**
- **Availability of data assets, partial data, data ownership**
- **Lack of transparency for digital campaigns**
- **Broadcaster preference for Extended TV over Total View**

Cross media models

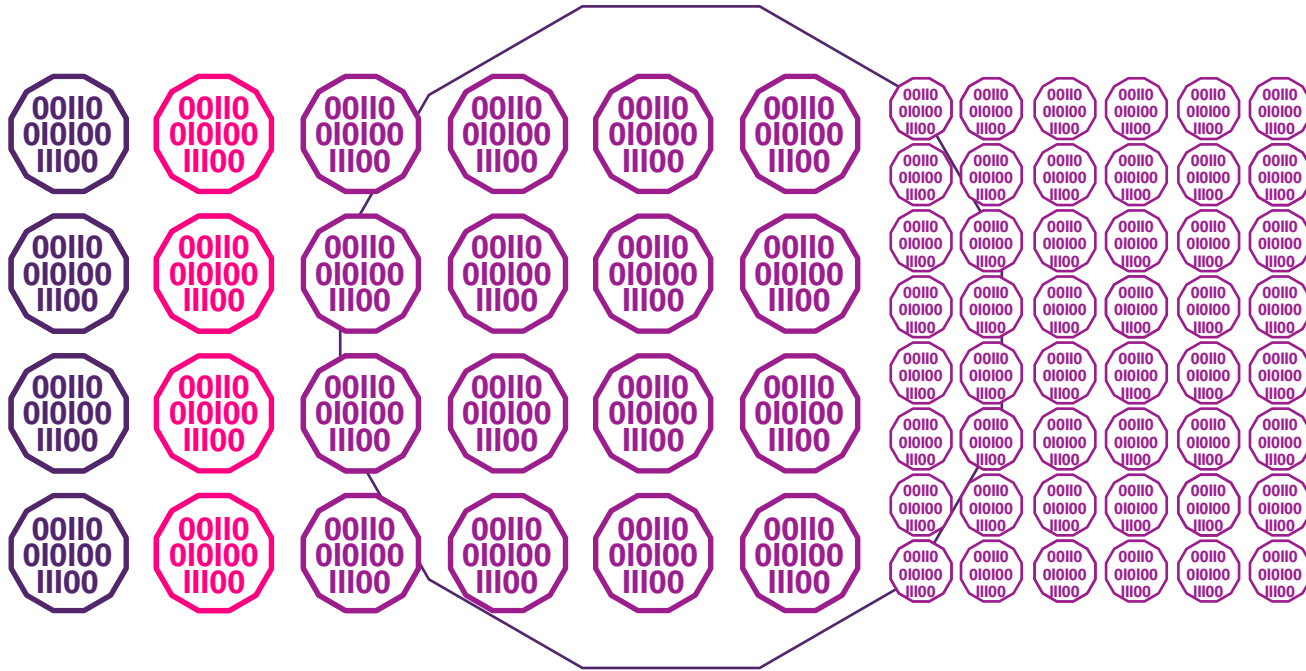


Model A: Fusion/Calibration using overlap survey

Model B: Fusion/Calibration using single source overlap

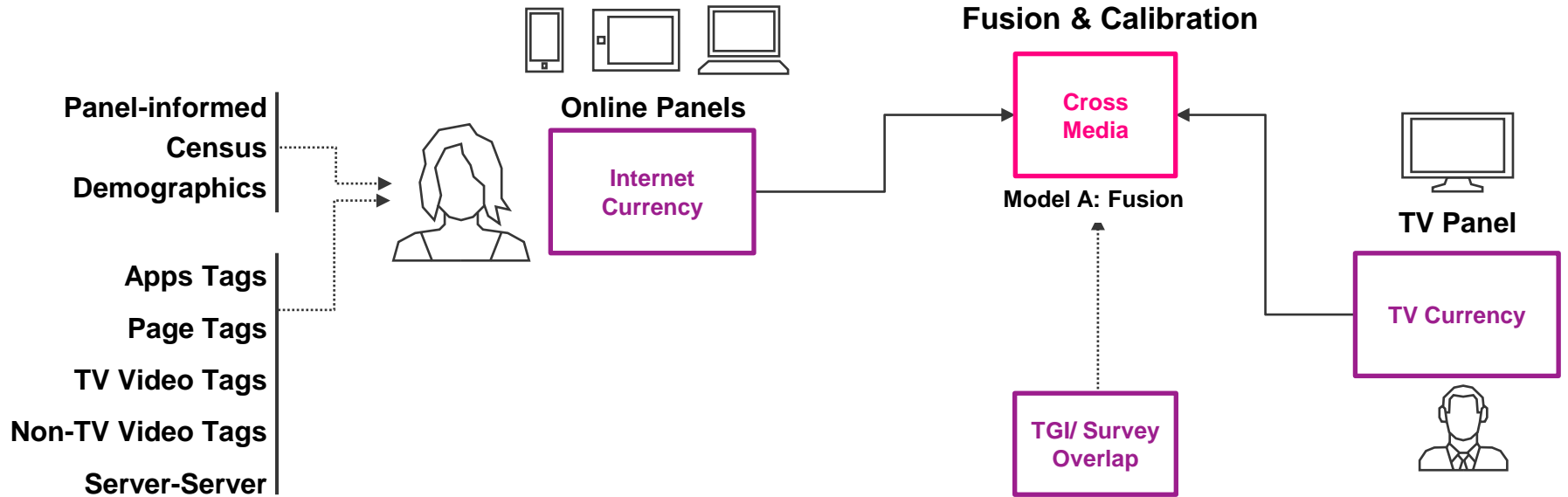
Model C: Either model above + RPD

Cross media models



Flexible Models using toolset

Model A: Fusion



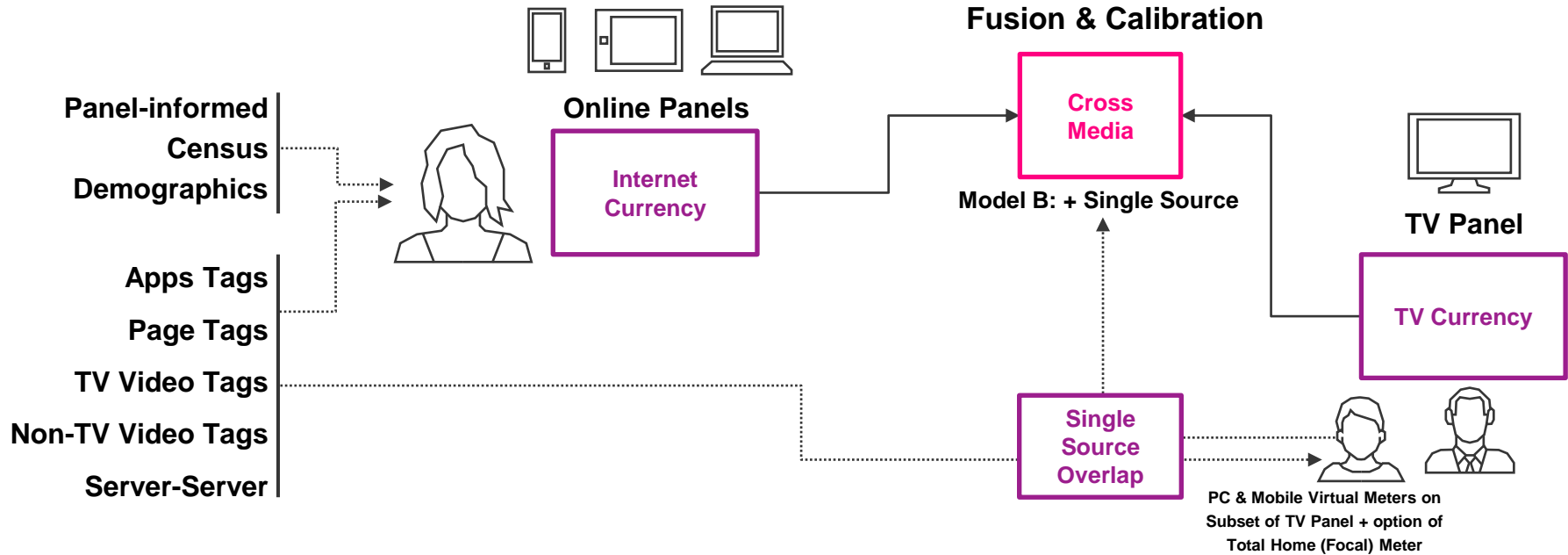
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Census Behavioural Data: how to collect it

- **Option 1: Direct Tagging** (preferred but resource dependent)
 - All content & ads inc. viewability & fraud detection
 - Right labels mapping to TV
- **Option 2: Server to server integrations**
 - Adobe: consent form to Adobe
 - YouTube: consent for partner channels via YouTube CMS
- **Daily QA for Options 1 & 2**



Cross Media Model B: + Single Source



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Programme measurement

Core TV & Extended TV, April 2016 - Spain

| Network | Reach (%) | | | Total Minutes (MM) | | | |
|--------------|--------------|--------------|--------------|--------------------|----------------|----------------|------------------|
| | Core TV | | Extended TV | Core TV | | Extended TV | Total |
| | Linear TV | VOD & TS | Digital-PC | Linear TV | VOD & TS | Digital-PC | |
| Total | 97.9% | 26.9% | 12.3% | 315,238.0 | 5,128.4 | 1,155.5 | 321,521.9 |
| RTVE | 93.2% | 9.1% | 4.2% | 52,075.3 | 692.3 | 257.1 | 53,024.8 |
| Mediaset | 95.7% | 9.6% | 5.9% | 96,356.5 | 990.1 | 553.2 | 97,899.8 |
| Atresmedia | 95.3% | 9.4% | 6,1% | 86,664.9 | 1,245.5 | 290 | 88,200.3 |
| CCMA | 14.5% | 1.2% | 1.1% | 7,994.2 | 77.7 | 55.2 | 8,127.1 |

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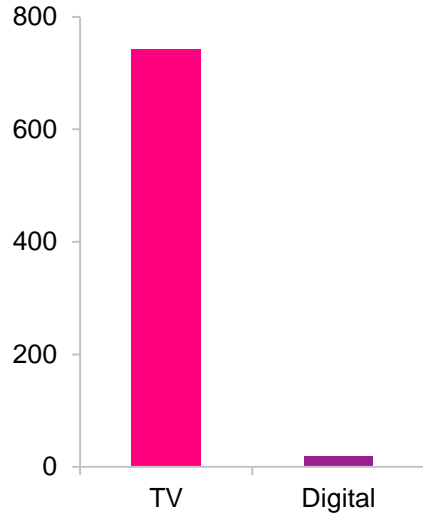
Campaign measurement

Spain

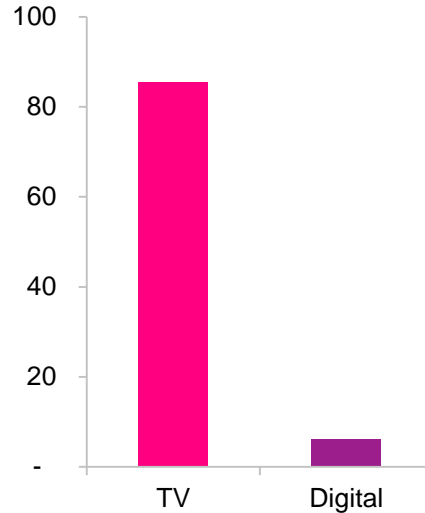


Mercedes-Benz

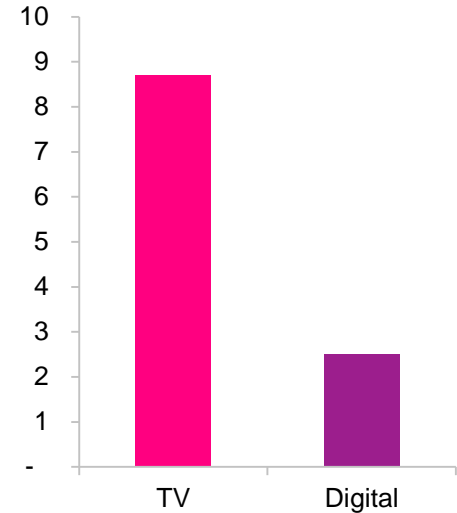
GRPs



% Reach



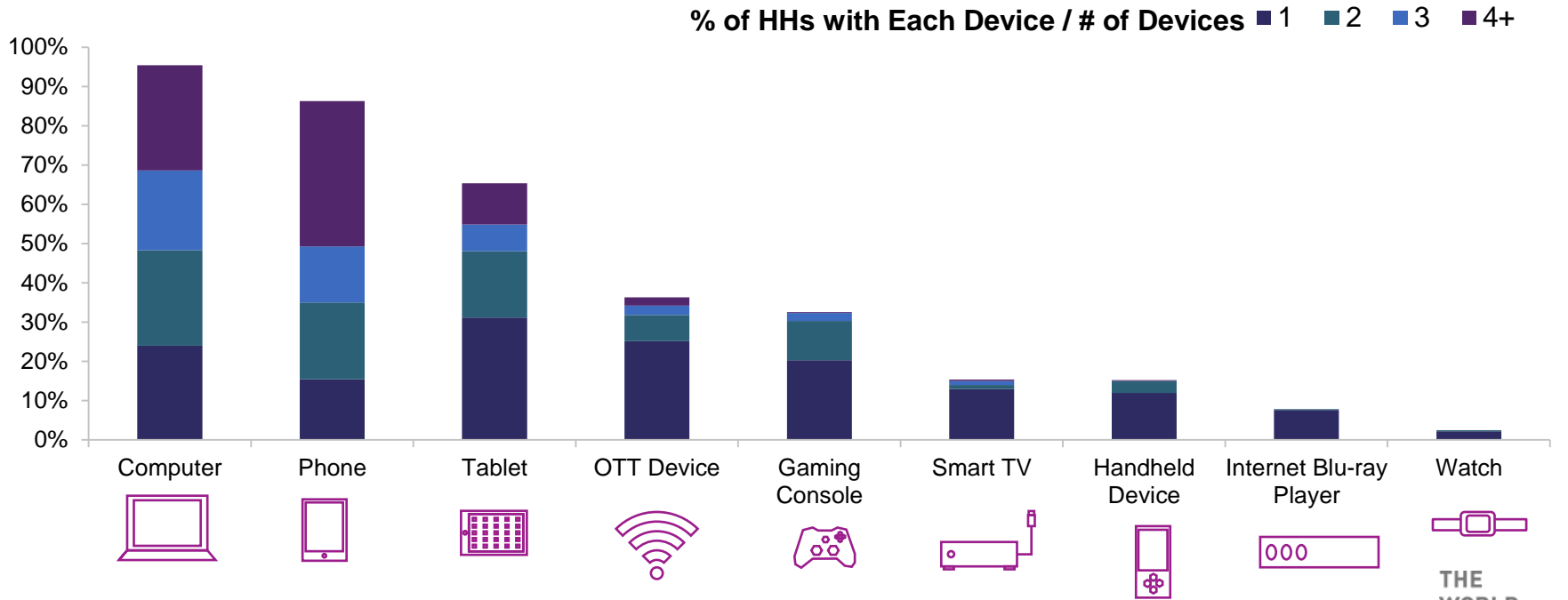
Frequency



761 GRPs based on TV, video & display: 10 April - 8 May 2016 – 14+ years

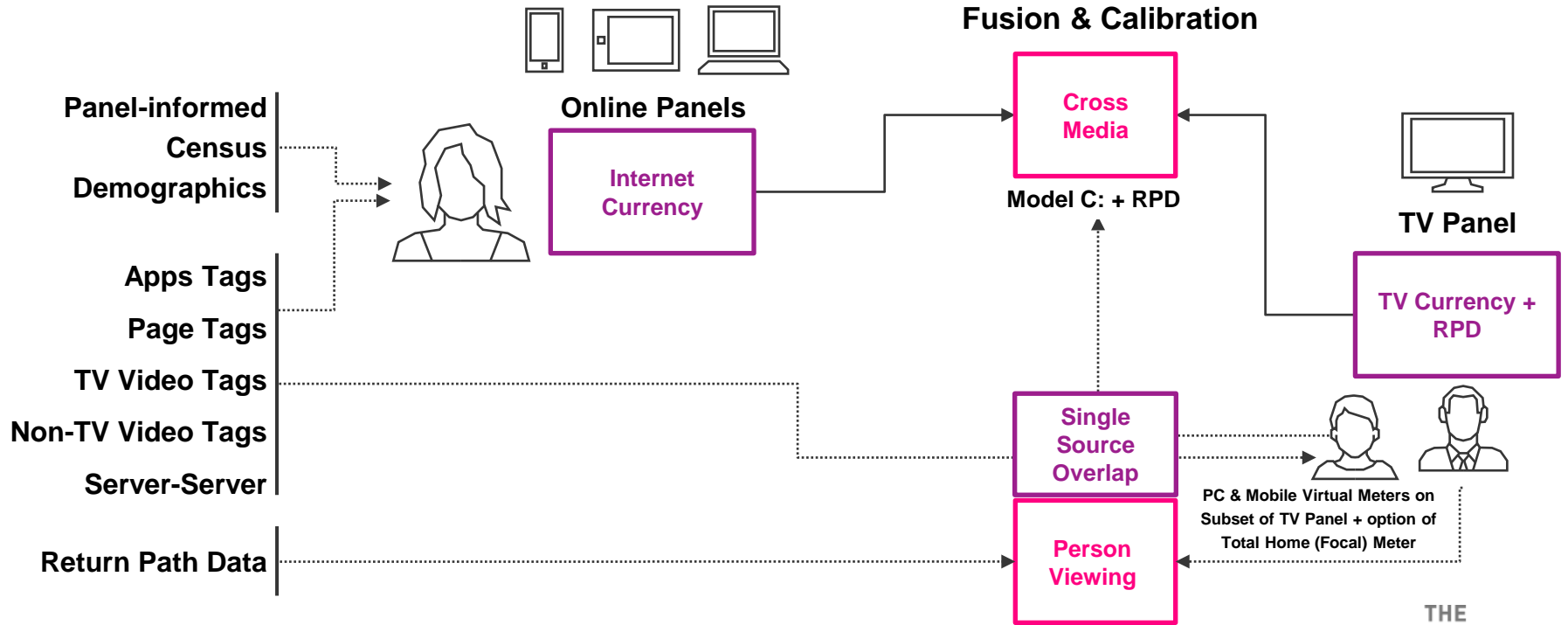
Option to use Total Home (Focal) meter

Range of devices on comScore US Total Home panel run by Kantar



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Cross Media Model C: +RPD

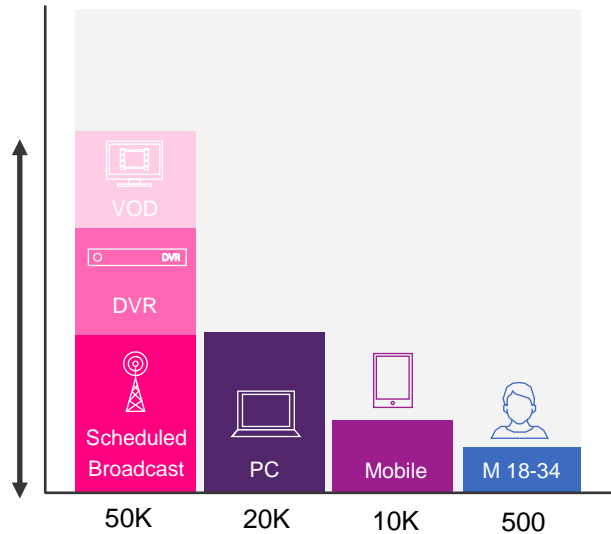


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The New Model Powers Granular Insights

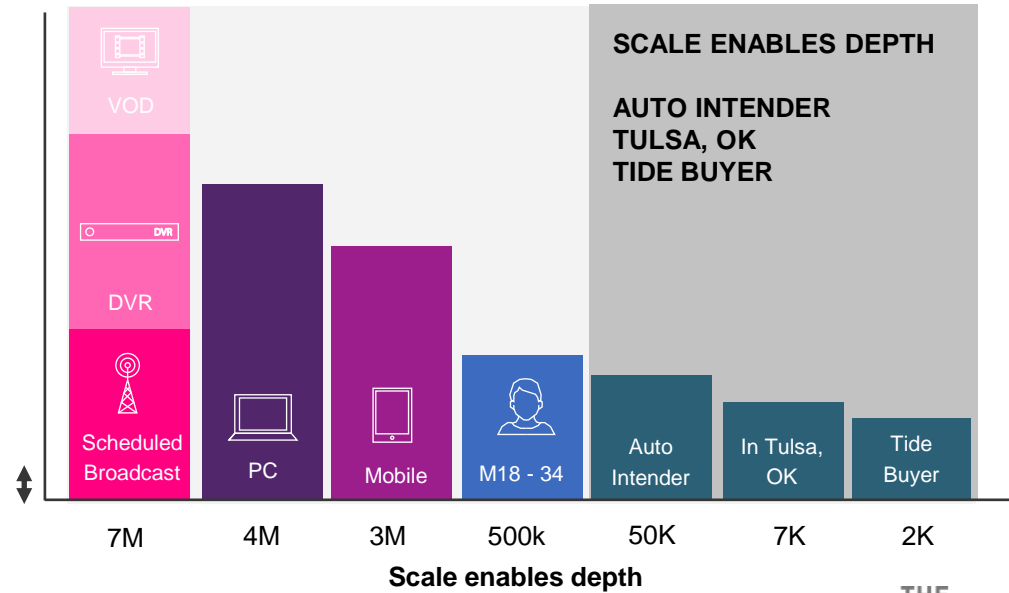
Sample-Only Model

Panel-Based Limited Granularity



RPD enabled model

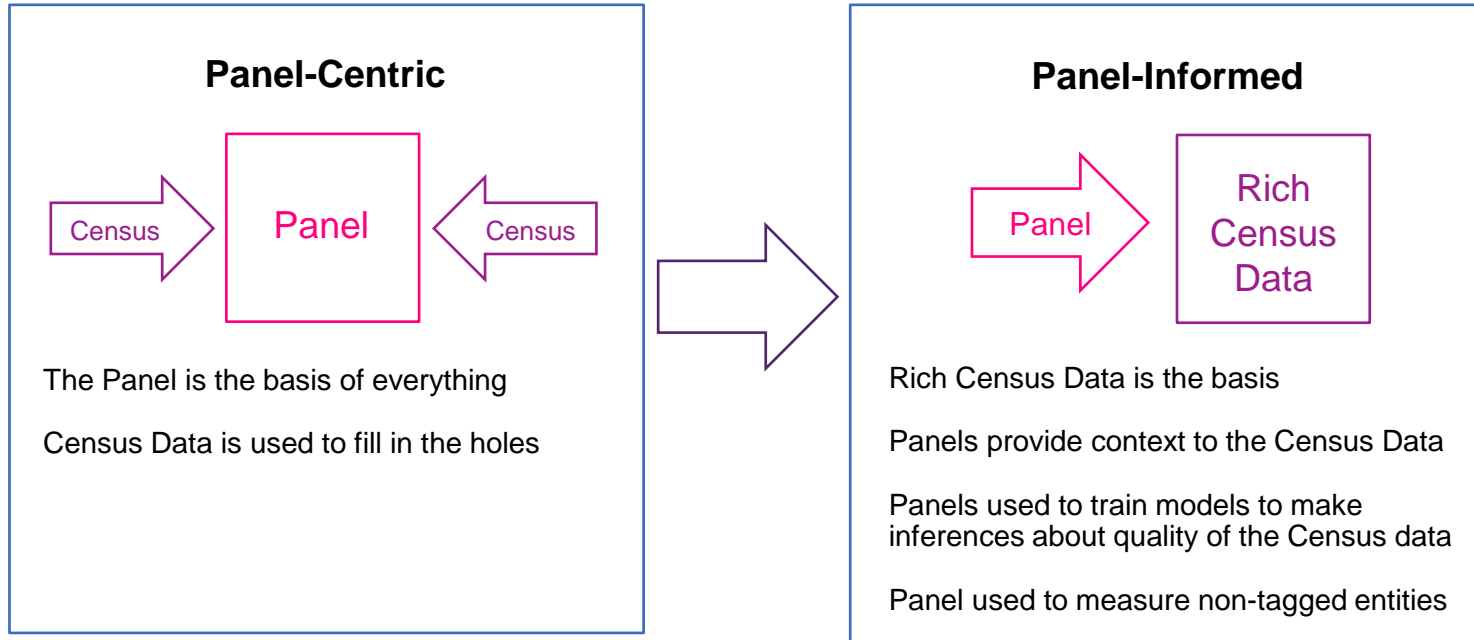
Panel-Informed Unprecedented Scale



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Census Demographic Data

Panel-Centric extends into Panel-Informed



Panel-informed Census Demographics



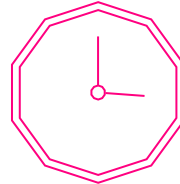
Panels =
Source of Truth

Tagged TV
Video & Ads



3rd Party Census
Demographic
Sources

Other Online
Tagged Content



**Daily
Viewing
Statements**

Panel-informed census demographics

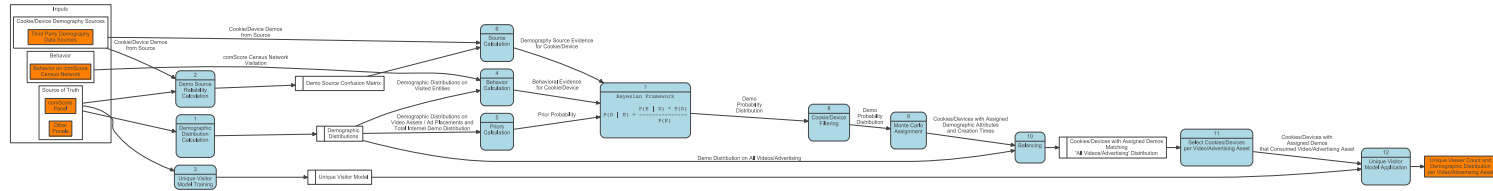


Panels =
Source of Truth

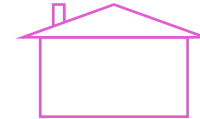
Tagged TV
Video & Ads



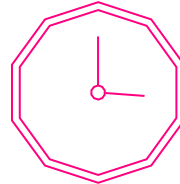
US Media Ratings Council (MRC) accredited on 20th April 2016



Household
Roster Data



Daily
Viewing
Statements



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Flexible Models

CENSUS COLLECTION

Apps Tags

Page Tags

TV Video Tags

Non-TV Video Tags

Server-Server

Census Demographics

Return Path Data

PANEL TECHNOLOGIES



Online Panels



TV Panel



PC & Mobile Virtual Meters on
Subset of TV Panel + option of
Total Home (Focal) Meter

TECHNIQUES

Fusion

Calibration

Single Source Overlap via
Virtual Panels

Demographic assignment

Data activation into
programmatic

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comSCORE.

ON AIR

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