



Media Metrix® Multi-Platform

The Next Generation of Digital Audience Measurement

Jeff Hackett, Executive Vice President
Josh Chasin, Chief Research Officer

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comScore is a leading internet technology company that provides Analytics for a Digital World™



NASDAQ

SCOR



Clients

2,100+ Worldwide



Employees

1,000+



Headquarters

Reston, Virginia, USA



Global Coverage

Measurement from 172 Countries; 44 Markets Reported



Local Presence

32 Locations in 23 Countries



Big Data

Over 1.5 Trillion Digital Interactions Captured Monthly



Enabling insights from data to take actions

for Marketers, Agencies, Publishers, Enterprises and Network Operators

Analytics for a Digital World™

Audience
Analytics

Advertising
Analytics

Digital Business
Analytics

Mobile Operator
Analytics

Insight-Focused Applications

Multi-Platform

Measurement Technology

Syndicated, SaaS, Software

Scalable, Big Data Architecture



comScore Data
Global Panel & Census Network

Customer Data

Web, Mobile, Video, CRM, etc.



Agenda

- **The Multi-Platform Shift**
- **Multi-Platform Market Traction**
- **Methodology**
- **Product Overview**
- **Product Insights (April 2013 data)**
- **Next steps**

Media Metrix® Multi-Platform

The Multi-Platform Shift

Digital Consumption Used to be Simple...



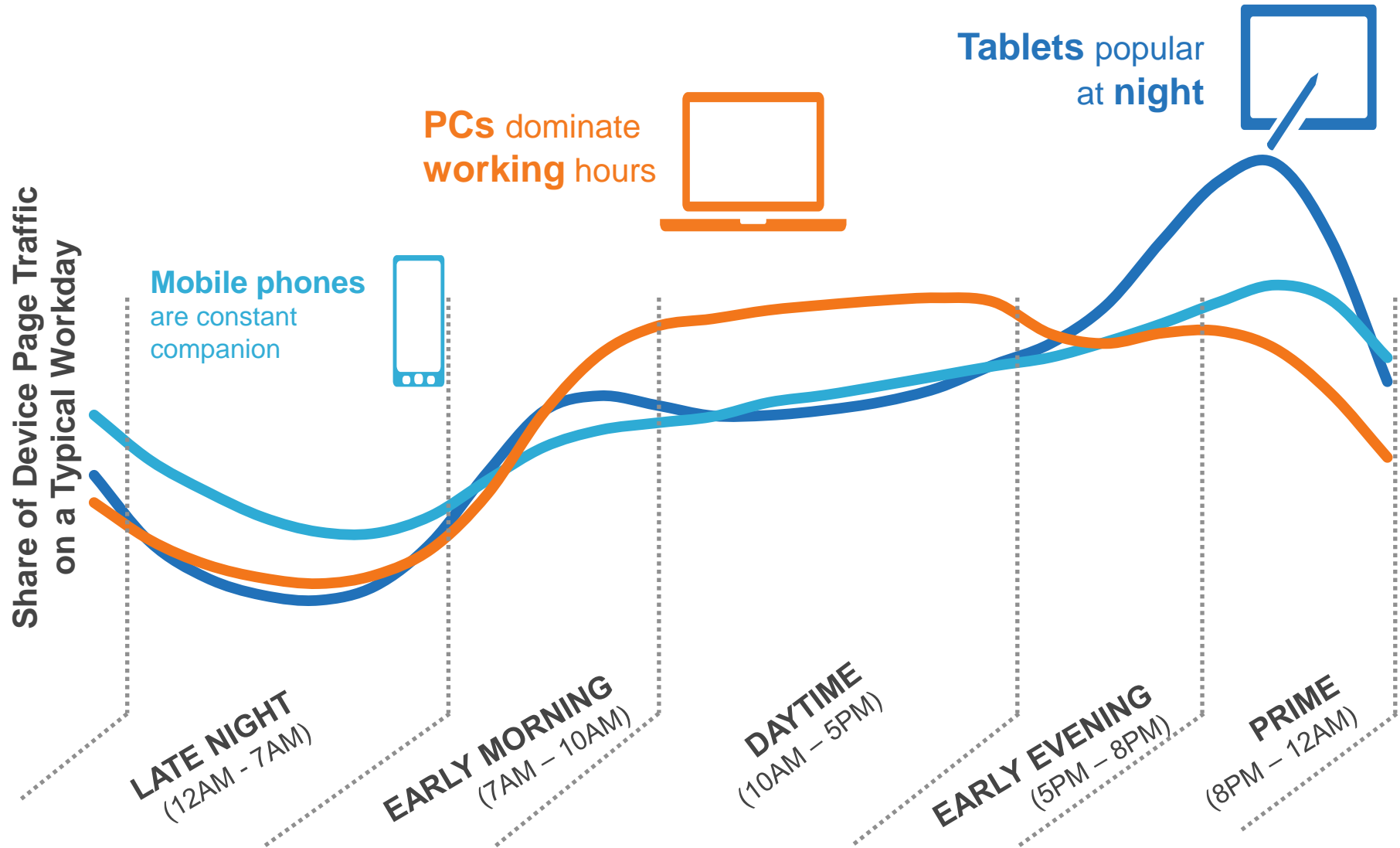
PC/Mac

Not anymore

Today, new platforms are being adopted at increasingly higher rates



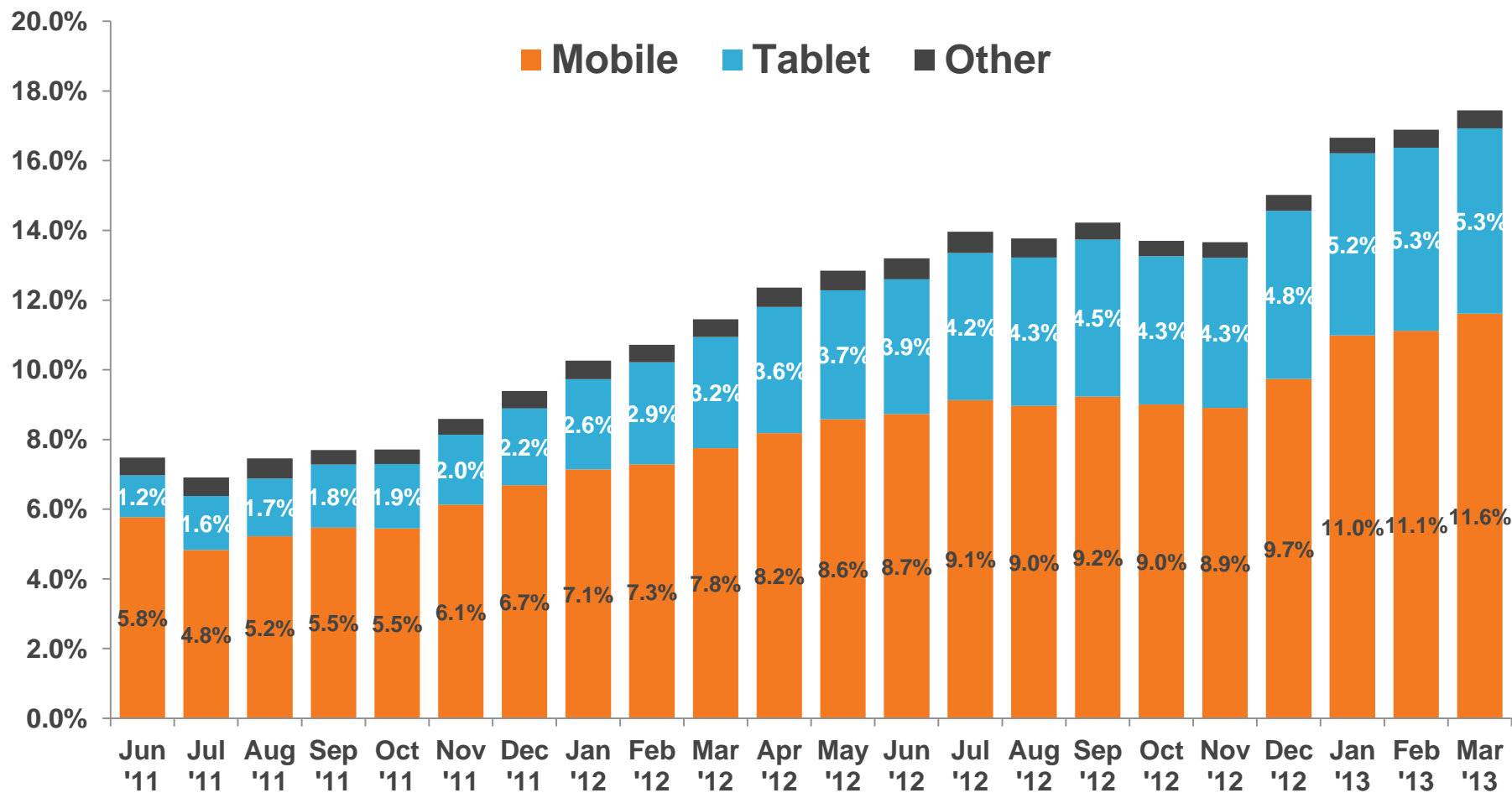
Consumers Are Multi-Platform



Over 17% of Digital Hits Now Come From Non-Computer Platforms

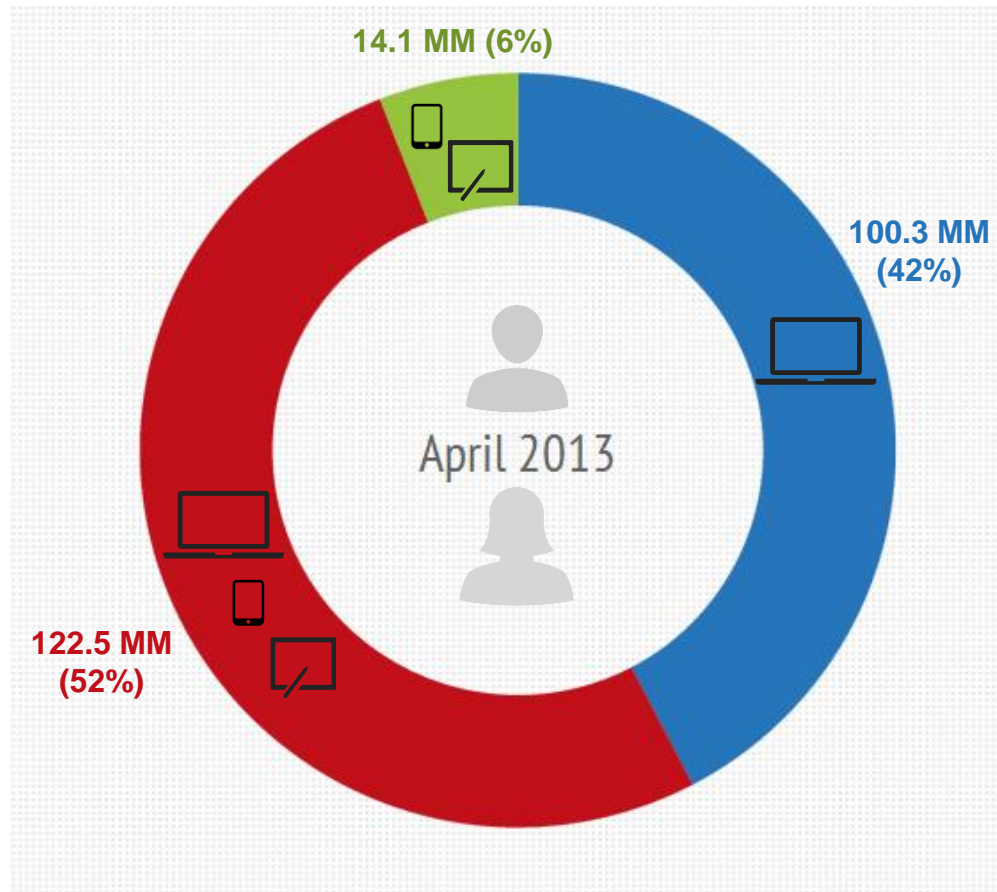
...and it's more than doubled in less than two years

Digital Hits by Platform



Mobile lifts the US Total Digital Population by 6%

52% of users access via PC and mobile devices



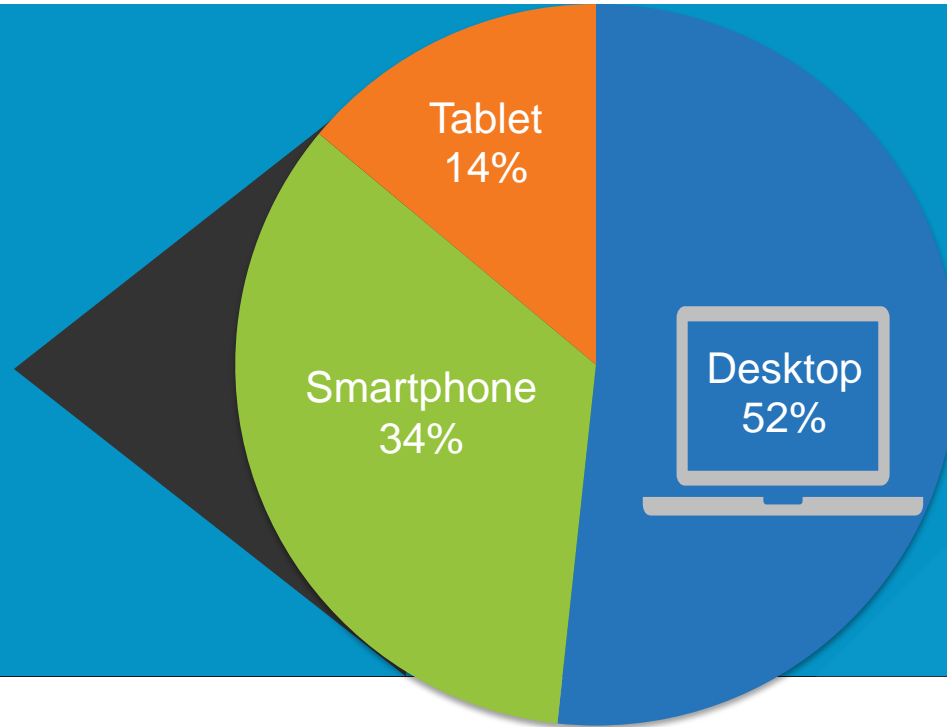
Personal Computers Only

Personal Computers and Mobile Devices

Mobile Devices Only

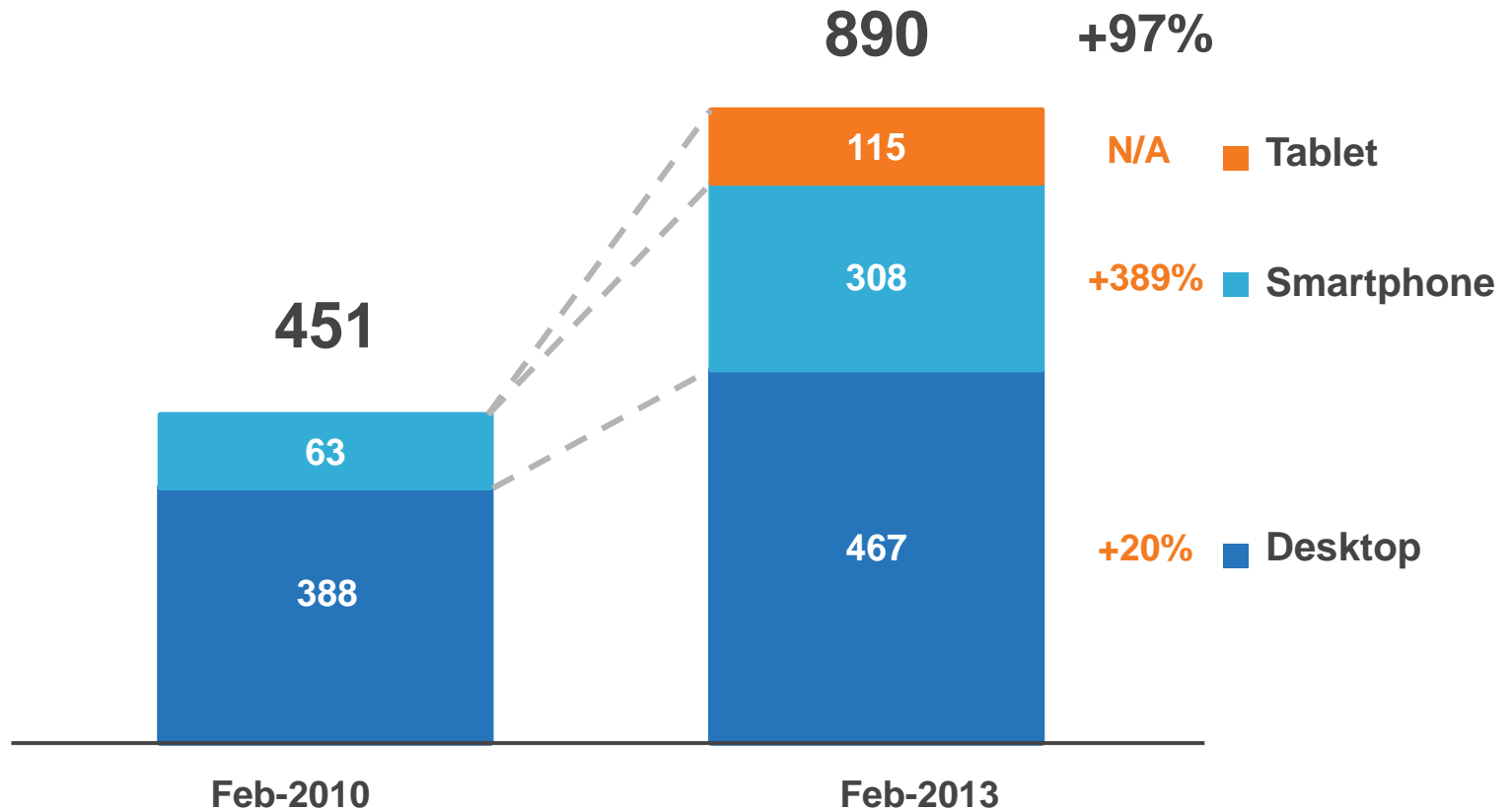
Nearly Half of All Digital Minutes are Spent on Mobile Devices

Mobile = 48%



Smartphones and Tablets Have Doubled the Time We're Online

Total U.S. Internet Usage in Minutes (MM) by Platform:
Desktop, Smartphone and Tablet



Media Metrix® Multi-Platform

... IS HERE TO HELP

Media Metrix Multi-Platform helps answer...

***Who and how many* consume
any content across various
platforms?**



and...

How do they *engage* with this content?



even...

How can one *monetize* this audience and drive *strategic growth*?



All because we answer the **BIG** question...

What is the *person level overlap*
between **Computer, Smartphone and
Tablet** audiences?



Media Metrix® Multi-Platform: What and When?

When:

Official roll-out with February data in March 2013,
Available now!

What:

Add-on Subscription to My Metrix:
Key Measures, Demographic Profile and Media
Trend Reports

Media Metrix® Multi-Platform: Measures available for each group

Total Digital Population

PC Pages and Video,
Smartphone and Tablet Pages
and Apps De-duplicated

PC

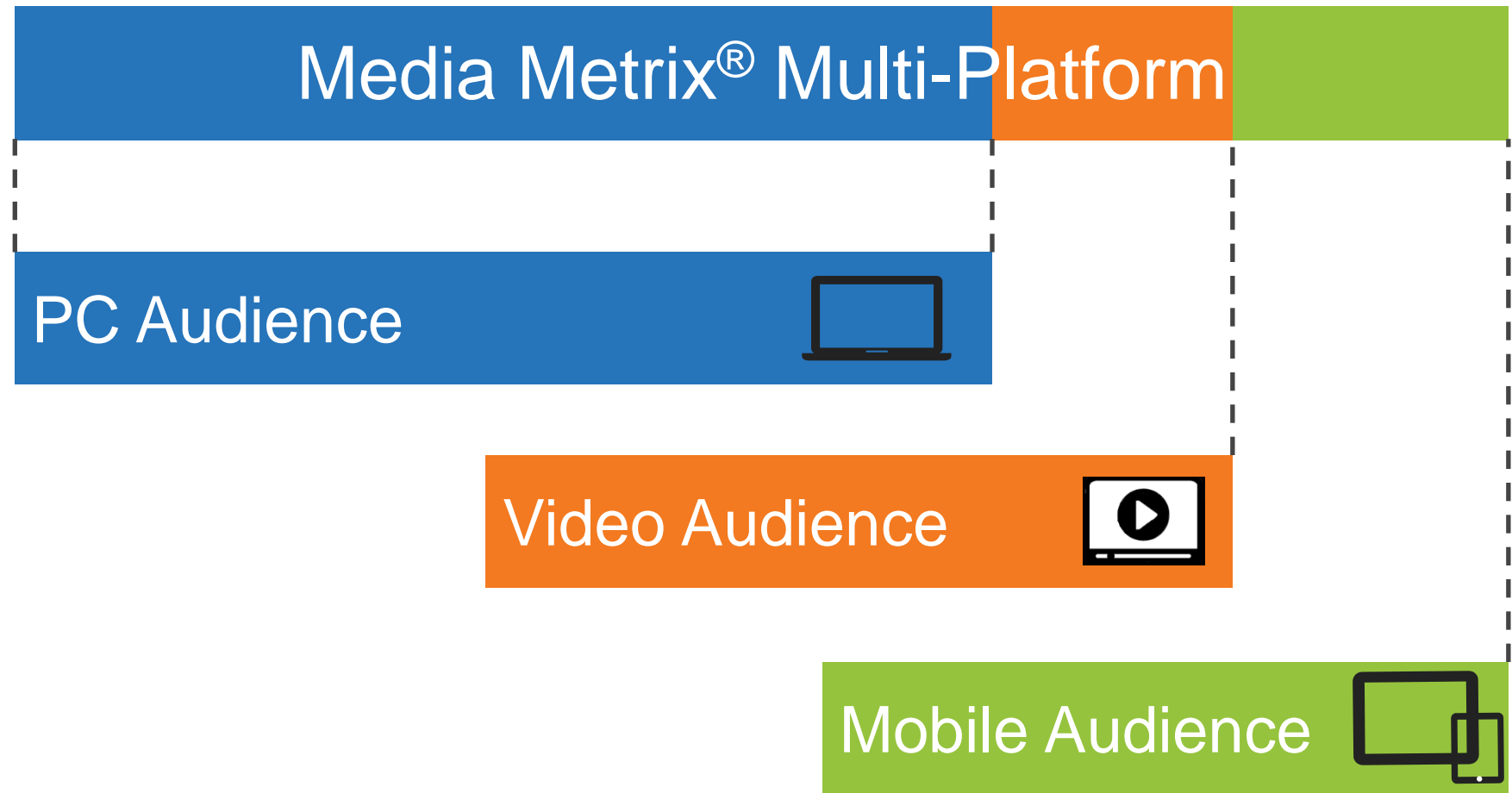
PC Pages and PC
Video De-duplicated

Mobile

Smartphone and Tablet - Pages
and Apps De-Duplicated

This gives us *Incremental Reach*

To represent our clients accurately using the BIG number

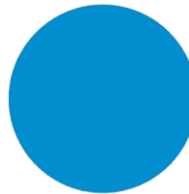


Media Metrix® Multi-Platform

Market Traction

Multi-Platform is catching on!

More than **150** subscribers today and **40k** report runs, including...



Media Metrix® Multi-Platform

Methodology

Measuring the Total Digital Universe

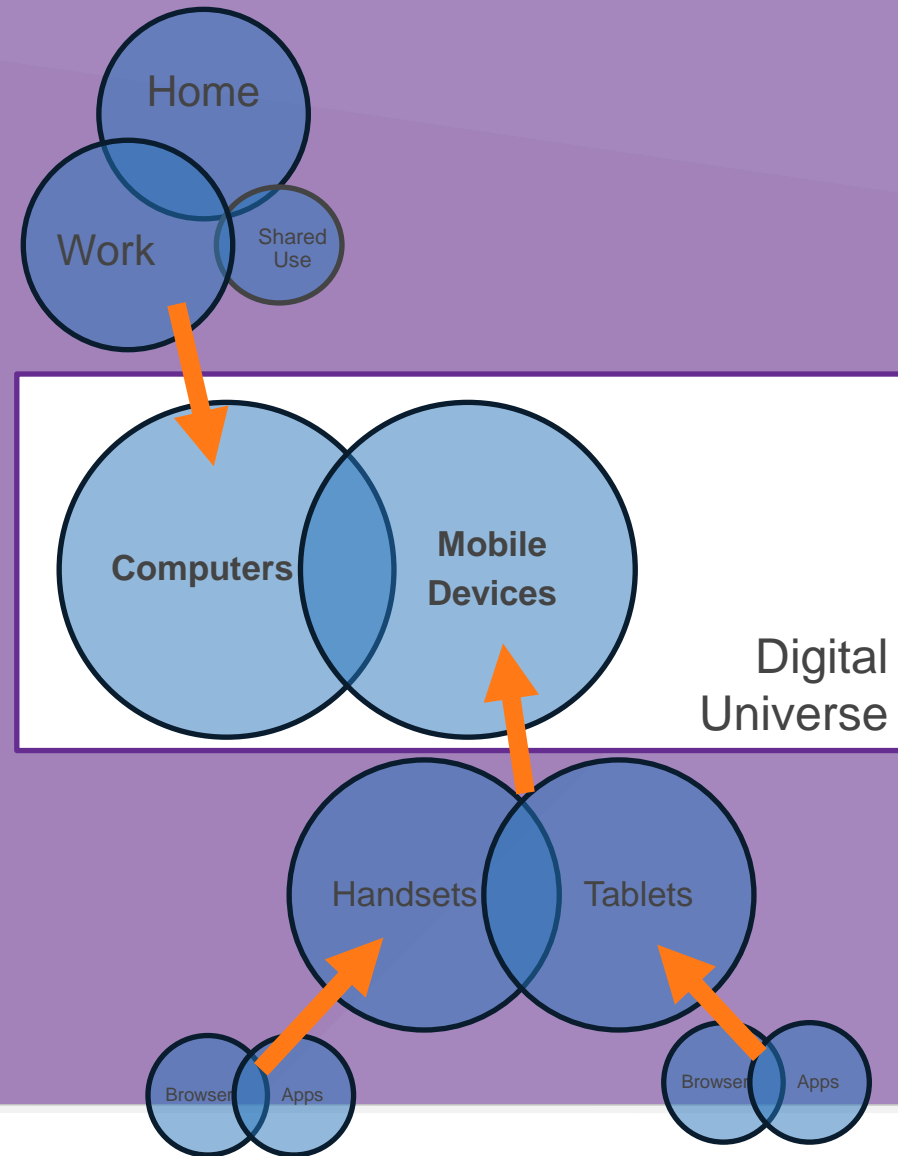
1995-2010: Universe = Home + Work

2009-2012: With introduction of Unified, layer in “Total Universe”

- UV, PV which includes mobile and shared use machines
- But is limited to tagging entities; and excludes demos

2012-13: Introduce “Media Metrix MP” reporting (US, UK) (Multi-Platform)

- All entities reported, with demography



Media Metrix® Multi-Platform is a combination of comScore's core audience measurement services:



Site visitation...

**Media
Metrix**



Stream consumption...

**Video
Metrix**



Site and app
consumption...

**Mobile
Metrix**

Work & Home PC's, Smartphones & Tablets

Media Metrix ® Multi-Platform: What and When?

WHAT:

- Combined, de-duplicated Media Metrix, Video Metrix and Mobile Metrix using the industry leading UDM methodology
- All entities will be reported (both unified and non-unified)
- Demography will be reported (P2+, but mobile component remains P18+)
- Reports: Key Measures, Demographic Profile, Media Trend

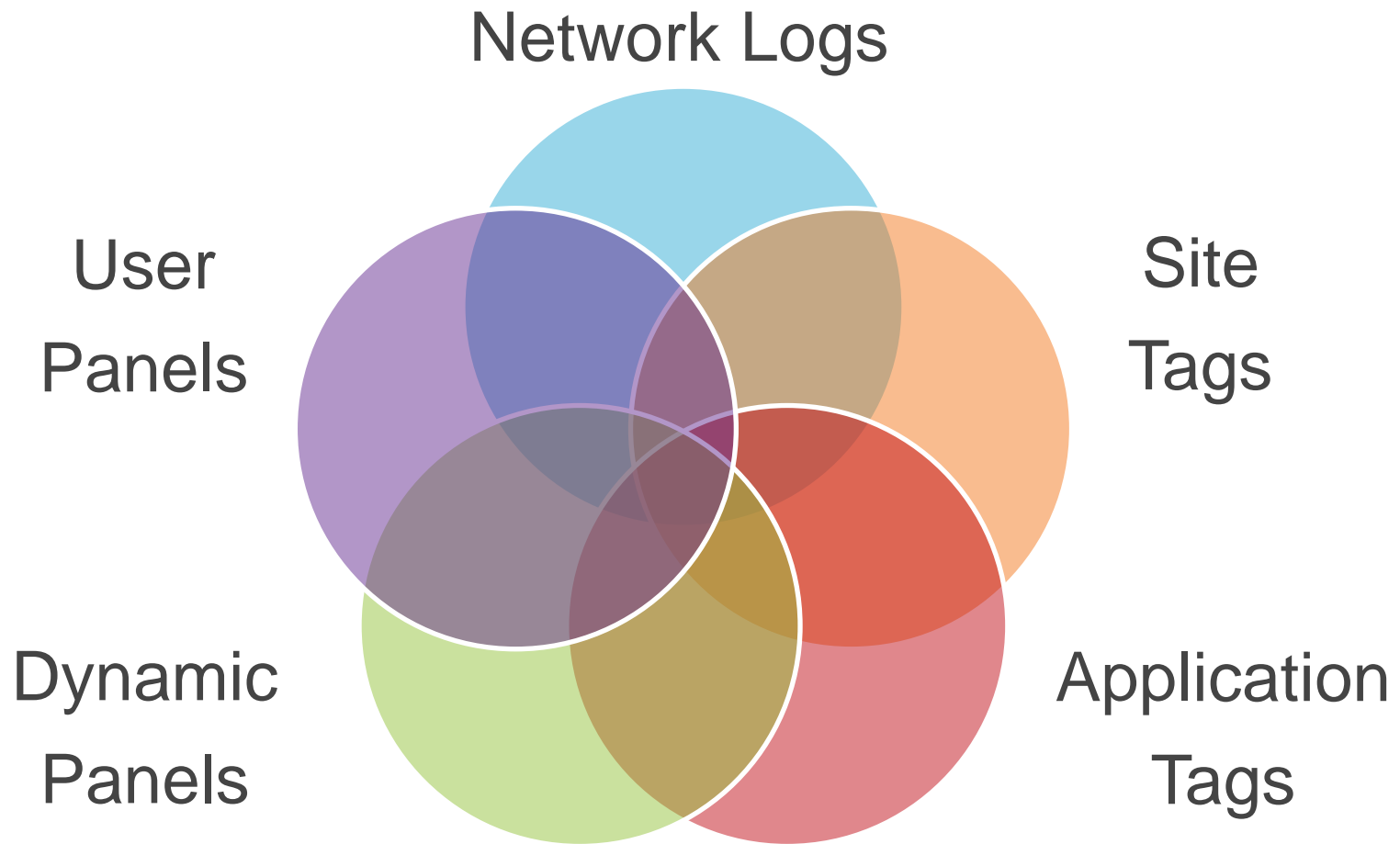
WHEN:

- five-month preview period commenced in November 2012 (with September data)
- Official roll-out was February data in March, 2013
- All Media Metrix subscribers had beta access through January data; now MMX MP is an add-on tier

Media Metrix Multi-Platform: What We Measure?

Metrics	Media Metrix Multi-platform	Media Metrix	Video Metrix	Mobile Metrix
Audience Size	●	●	●	●
Duration	●	●	●	●
Visits	●	●	●	●
Pages	●	●		●
Videos	●		●	●
App Starts	●			●

Audience Measurement: From “Single Source” to Big Data



Measuring Multi-platform Overlap: Dynamic Panel

comScore Census Network yields measurement across all platforms

- 1,000s of individual sites tag content
- Measurements issued from census of users and devices
- Full Coverage across PCs, Mobile Handsets and Tablets

Well-documented issues with Cookies prohibits audience measurement using tags across devices/platforms

However... it is possible to sample from within the Census Network to establish a panel-like asset to measure behavior and overlap



Dynamic Panels

Census data allows us to create an ad hoc “dynamic panel” at the household level by observing consumption by device by IP address

Knit together all the devices in a household based on common IP address, indicating shared wireless network in the household

Extremely useful in understanding cross-device consumption, and thus duplication across platform (PC, tablet, smartphone)



Measuring Multi-platform Overlap: MP Dynamic Panel v1

Goal: Identify Single Person HHs with multiple active platforms to measure individual-level overlap across platforms

Requirement: 1 PC in the household and 1 mobile device in the household

- Assume these are single-person households
- Isolates individuals within the census network

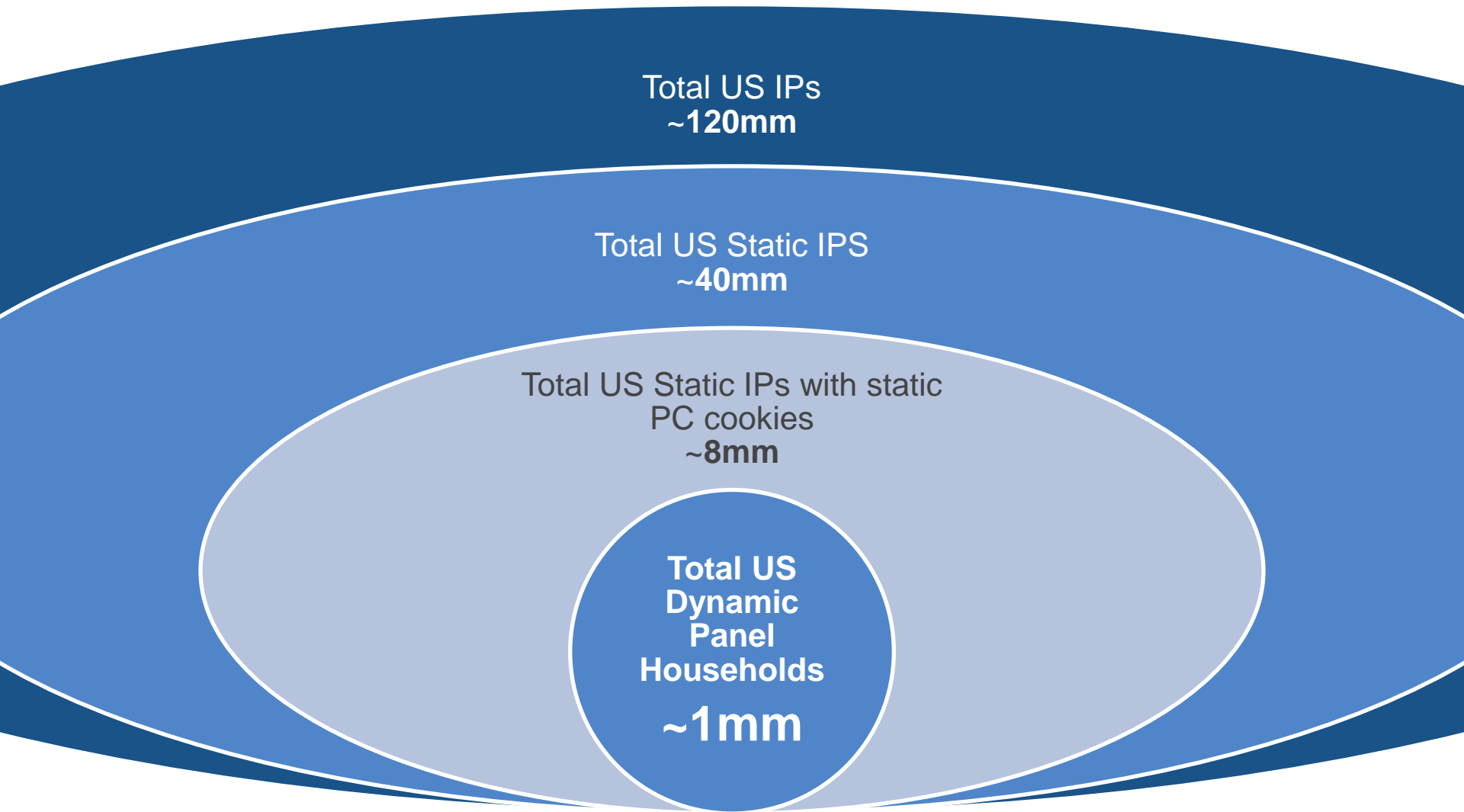
IP is static from the start of the time period through at least 7 days prior to the end of the month.

- IP list is compiled using static cookies
- Birth of cookie prior to the start of the month and at least one observation within last 7 days of the month

All PC cookies within the household must be static.

- No static cookie requirement for non-pc devices (we have other static unique identifiers on mobile devices)

Measuring Multi-platform Overlap: US Dynamic Panel Stats



Dynamic Panel Composition



1MM

**Dynamic Panel
Households (US)**

**1MM Smartphones
and
1MM PC/Laptops**

**440,000
Tablets**

**110,000
Handhelds,
Consoles or
Smart TVs**

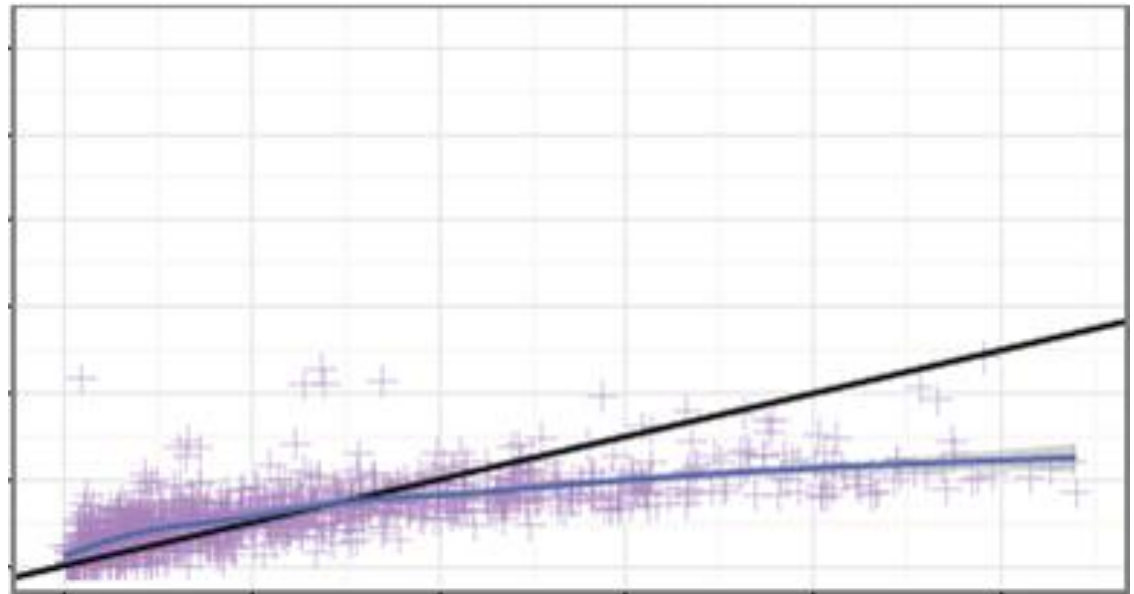
Overlap Measurement & Model Extrapolation

Leverage Dynamic Panel

- Observe Multi-platform usage directly from tagged entities

Extrapolate into a generalized algorithm, and project duplication using that algorithm

- Can generate estimates for non-tagged entities who cannot be measured directly



Components of MMX MP (as of February 2013)

	Computers	Smart phones		Tablets	
Device:	PC; Mac	iOS	Android	iOS	Android
How:	UDM	UDM	UDM	UDM	Census
Demo source:	PC panel (home; work)	iOS phone panel	Android phone panel	iOS tablet panel	PC Panel weighted to Android tablet universe

Media Metrix® Multi-Platform

Product Overview

Access

Available now via an online, robust, familiar and easy-to-use interface

Welcome **MyMetrix** Search Planner Media Planner Delivery Center Direct AdEffx Digital Analytix Welcome amehrotra Support Permission Manager Learn Logout

comSCORE | MyMetrix

Media Metrix Segment Metrix Reach Frequency Plan Metrix Ad Metrix MediaBuilder qSearch Video Metrix Mobile GSMA Multi-Screen OfficeLink

Key Measures

Learn Save Download Send Edit Run Report

Media	Total Digital Population				PC				Mobile			
	Total Unique Visitors/Viewers (000)	% Reach	Total Impressions (MM)	Total Minutes (MM)	Total Unique Visitors/Viewers (000)	% Reach	Total Impressions (MM)	Total Minutes (MM)	Total Unique Visitors/Viewers (000)	% Reach	Total Impressions (MM)	Total Minutes (MM)
Total Internet : Total Audience	220,273	100.0	840,628	737,161	220,273	100.0	754,765	737,161	110,317	100.0	85,863	274,817
Top 100 Properties	N/A	N/A	N/A	...	N/A	N/A	N/A	...	N/A	N/A	N/A	...
1 [P] Google Sites	215,178	97.7	77,937	143,741	189,231	85.9	67,956	109,663	107,241	97.2	9,981	34,077
2 [P] Yahoo! Sites	492,362	87.8	36,438	48,601	163,900	74.4	33,480	48,601	107,241	97.2	9,981	34,077

Total Digital Population

Unduplicated audiences across PC Pages, PC Video and Mobile

Available to all users with access to Media Metrix and Multi-Platform data

PC

Total PC unduplicated audience for Pages and Video











































































































Available to all users with additional access to Video Metrix

Mobile

Unduplicated audiences across Mobile Smartphone and Tablet

Available to users with additional access to Mobile Metrix

Media Metrix® Multi-Platform: Key Measures Illustration April 2013

		Media	Total Digital Population		PC		Mobile	
			Total Unique Visitors/Viewers (000) ▼	% Reach	Total Unique Visitors/Viewers (000)	% Reach	Total Unique Visitors/Viewers (000)	% Reach
		Total Internet : Total Audience	236,851	100.0 	222,779	100.0 	136,541	100.0 
		Top 100 Properties	N/A	N/A 	N/A	N/A 	N/A	N/A 
1	 	Google Sites	223,730	94.5 	199,386	89.5 	113,581	83.2 
2	 	Yahoo! Sites	213,383	90.1 	190,772	85.6 	97,739	71.6 
3	 	Microsoft Sites	188,785	79.7 	176,541	79.2 	56,506	41.4 
4	 	Facebook	186,224	78.6 	150,082	67.4 	107,836	79.0 
5	 	Amazon Sites	157,805	66.6 	122,921	55.2 	75,876	55.6 
6	 	AOL, Inc.	139,350	58.8 	120,815	54.2 	54,279	39.8 
7	 	Glam Media	131,688	55.6 	106,813	47.9 	51,170	37.5 
8	 	Apple Inc.	122,502	51.7 	76,688	34.4 	66,012	48.3 
9	 	Wikimedia Foundation Sites	114,718	48.4 	89,290	40.1 	51,578	37.8 
10	 	Turner Digital	112,398	47.5 	91,006	40.9 	47,699	34.9 
11	 	CBS Interactive	103,052	43.5 	86,085	38.6 	36,773	26.9 
12	 	Demand Media	96,031	40.5 	77,519	34.8 	32,049	23.5 
13	 	eBay	91,486	38.6 	69,216	31.1 	45,144	33.1 
14	 	About	87,341	36.9 	67,021	30.1 	31,466	23.0 
15	 	Viacom Digital	83,921	35.4 	73,904	33.2 	21,541	15.8 
16	 	Ask Network	83,638	35.3 	71,215	32.0 	20,462	15.0 
17	 	Comcast NBCUniversal	78,331	33.1 	63,859	28.7 	30,396	22.3 
18	 	The Weather Company	78,189	33.0 	52,907	23.7 	40,831	29.9 
19	 	Answers.com Sites	75,332	31.8 	54,298	24.4 	28,907	21.2 
20	 	Gannett Sites	69,700	29.4 	51,929	23.3 	30,297	22.2 

Multi-Platform Report Measures Available

Measures

TOTAL DIGITAL POPULATION

PC

MOBILE

----- Person and Impression based metrics -----

Total Unique Visitors/Viewers (000)

% Reach

% Composition UV

Composition Index UV

Total Views (MM)

Total Visits (000)

Average Views per Visit

Average Views per Visitor

Total Unique Visitors/Viewers (000)

% Reach

% Composition UV

Composition Index UV

Total Views (MM)

Total Visits (000)

Average Views per Visit

Exclusive Video UV (000)

Page Views (MM)

Video Views (000)

Composition Index PV

Composition Index Videos

Total Unique Visitors/Viewers (000)

% Reach

% Composition UV

Composition Index UV

Total Views (MM)

Total Visits (000)

Average Views per Visit

Exclusive Mobile UV (000)

Page Views (MM)

----- Duration based metrics -----

Total Minutes (MM)

Average Minutes per View

Average Minutes per Visit

Average Minutes per Visitor

Composition Index Minutes

Total Minutes (MM)

Average Minutes per View

Average Minutes per Visit

Average Minutes per Visitor

Composition Index Minutes

Total Minutes (MM)

Average Minutes per View

Average Minutes per Visit

Average Minutes per Visitor

Composition Index Minutes

☐ Include category column

Select All

UnSelect All

OK

Cancel

Full disclosure around how an Entity is measured

Tagging all assets will help us
define your audience better

<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>	Facebook	186,224	78.6	<div><div></div></div>	150,082
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	Amazon Sites	157,805	66.6	<div><div></div></div>	122,921
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					15
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					13
<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>					38
<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>					90
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					06
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					35
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					19
<input type="checkbox"/>	<input type="radio"/>	<input type="checkbox"/>					16
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>					21
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	ViaCom Digital	83,521	33.4	<div><div></div></div>	73,504
<input type="checkbox"/>	<input checked="" type="radio"/>	<input type="checkbox"/>	Ask Network	83,638	35.3	<div><div></div></div>	71,215

ENTITY PLATFORM COVERAGE

☐ **AOL, Inc.**

Web	Web Video	Smartphone Apps	Tablet Apps
Unified	Partially Unified	Unified	Unified

AOL, Inc. currently tags the following platforms: web, web video, smartphone apps and tablet apps

Available States:

Unified, Partially Unified, Panel Only, Census Only, not measured

US MMX Multi-Platform Insights

Based on April 2013 data

Exclusive Mobile Consumption by Gender

59%



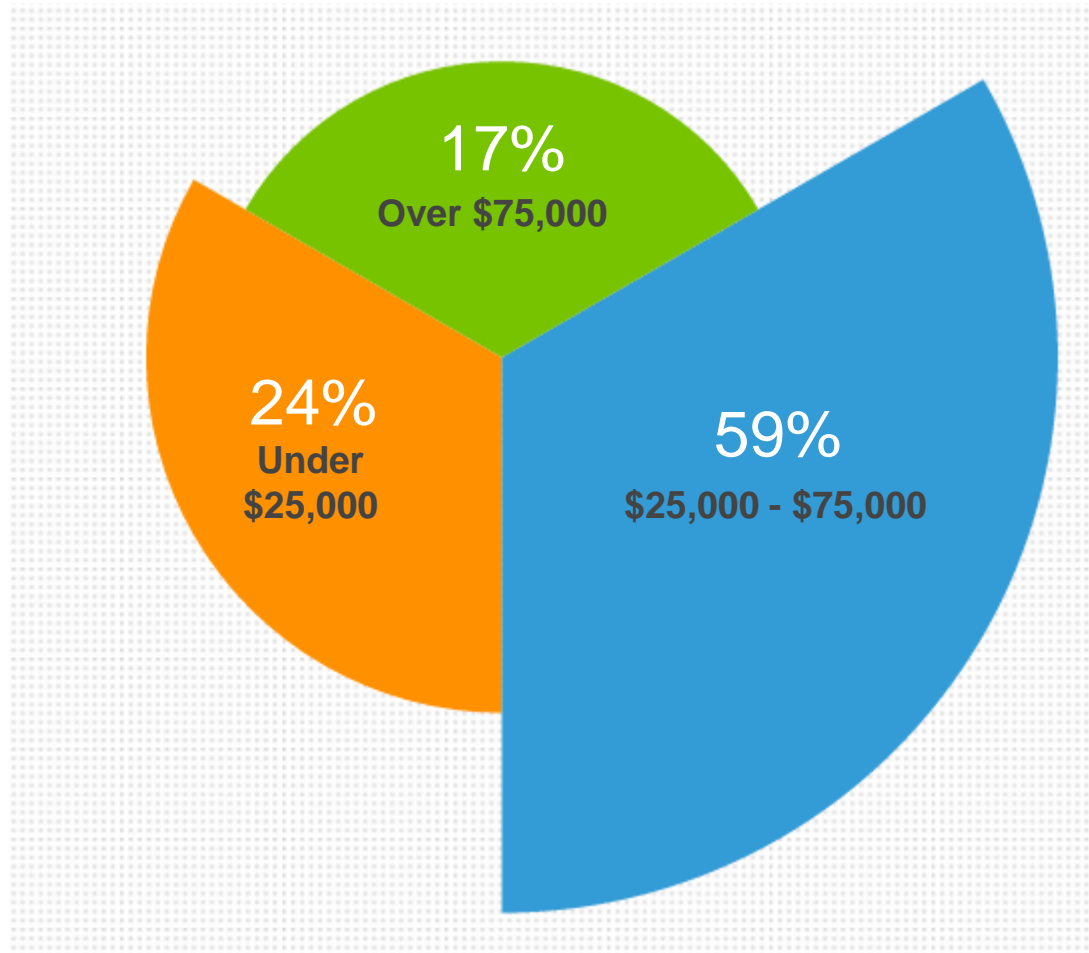
41%

Females

Males

Compared to 50% female for the total U.S. Mobile audience

Exclusive Mobile Consumption by Household Income

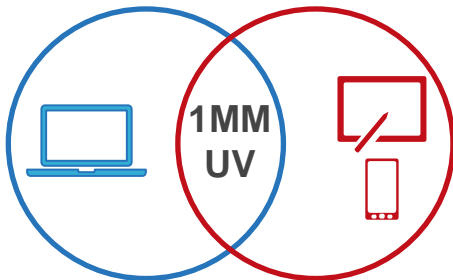


Compared to 39% \$25-75K for the total U.S. Mobile audience

Out of the Top 1000 Digital Media Properties

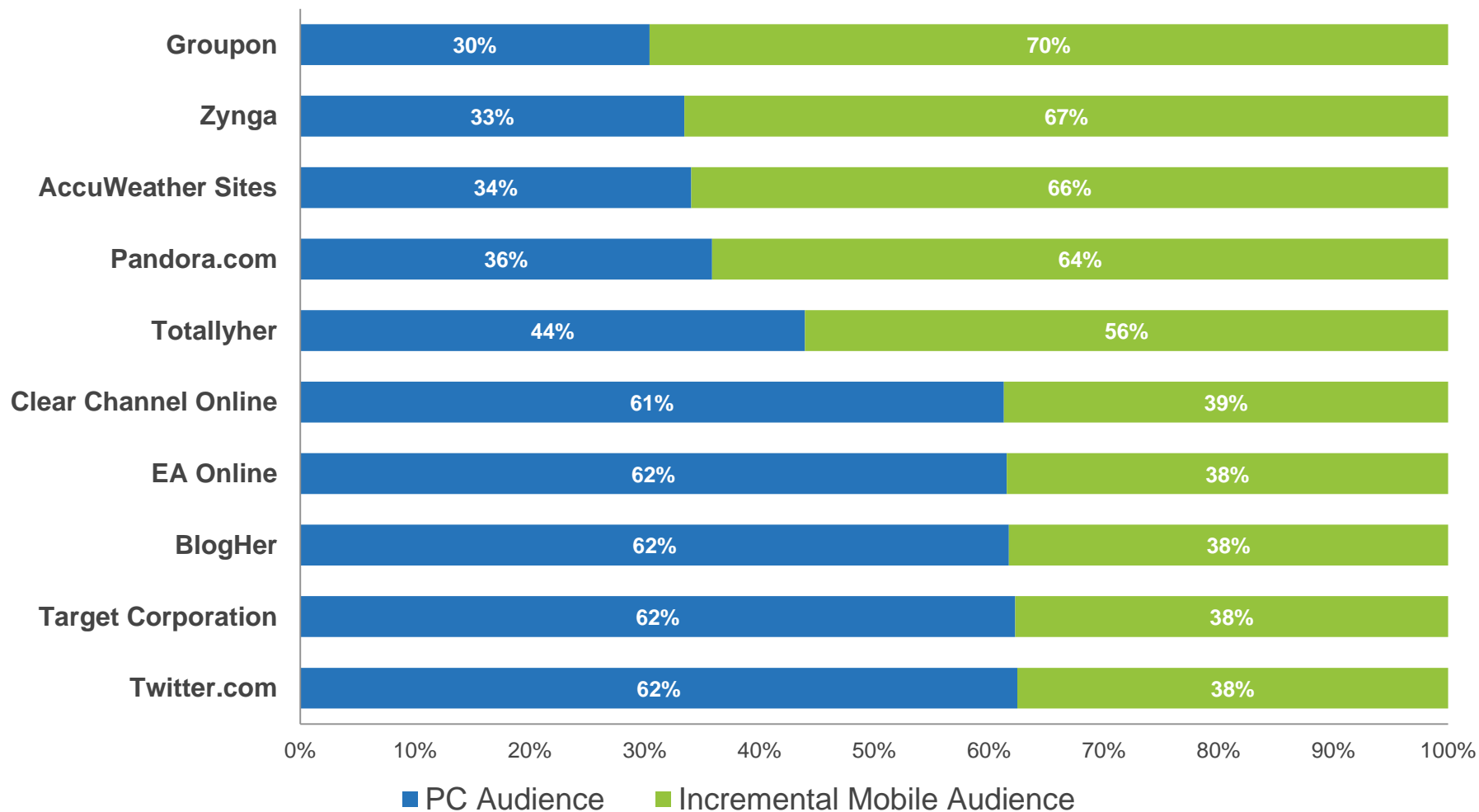


have at least 1MM people access content exclusively via Mobile Devices

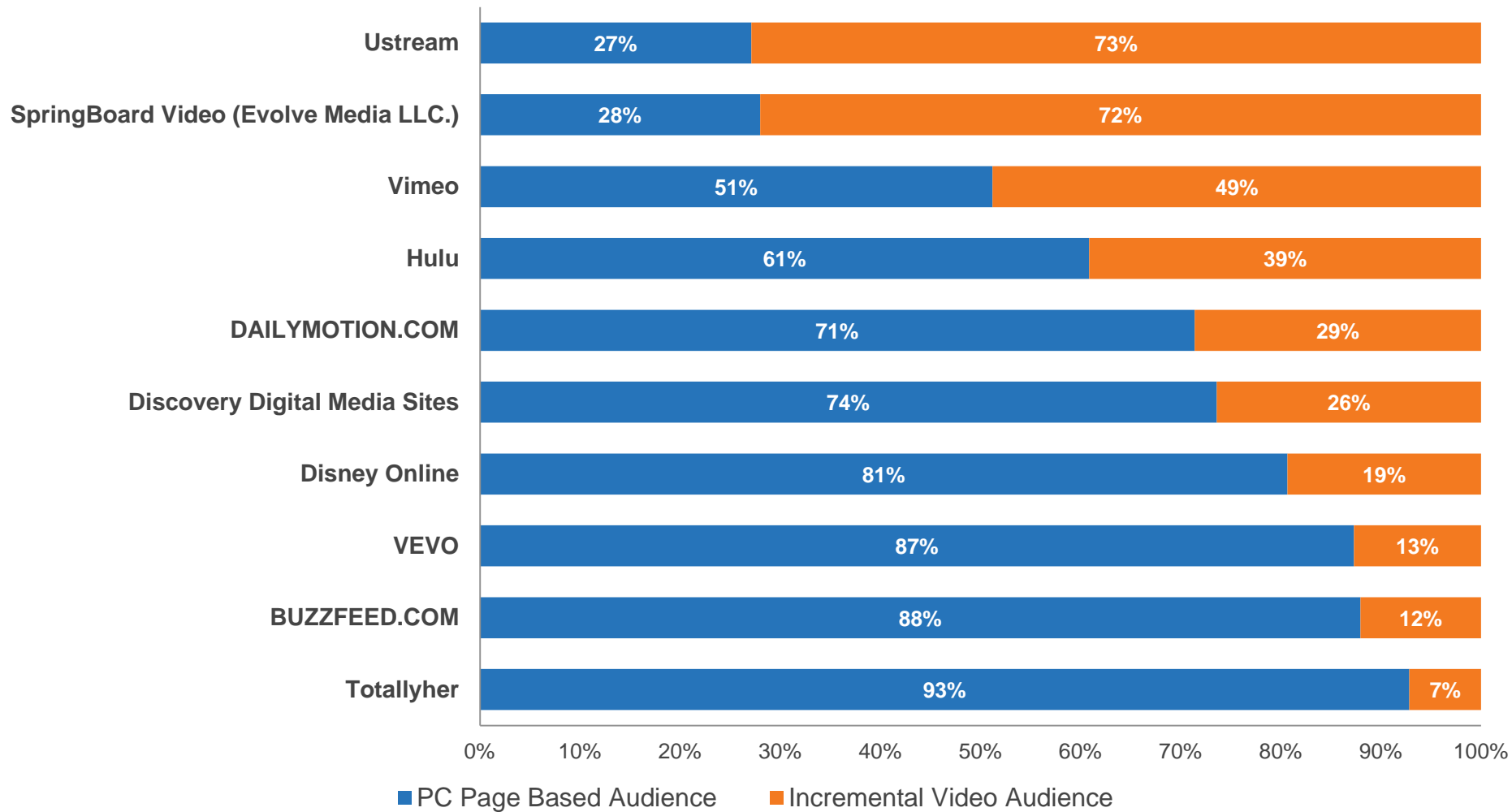


have more than 1MM people common between PC and Mobile

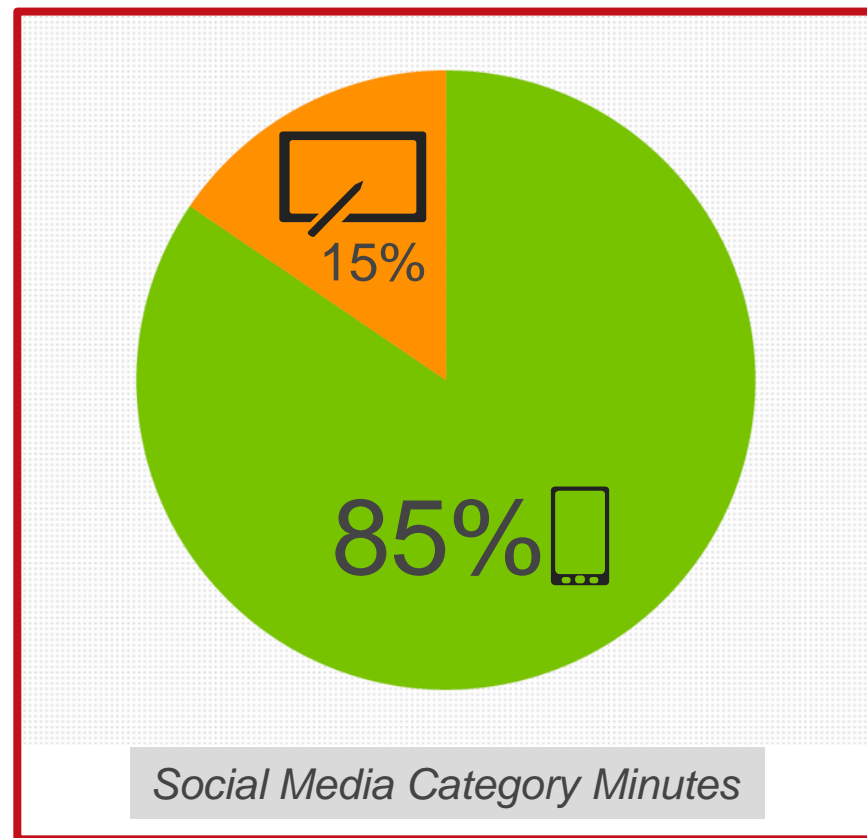
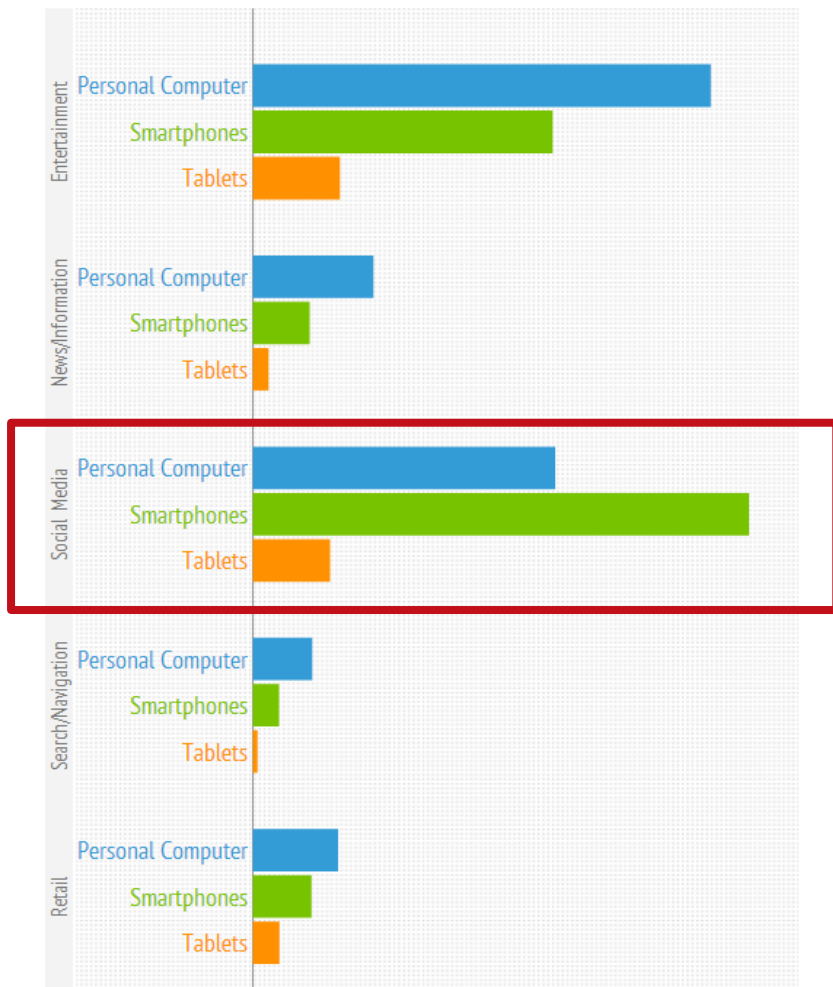
Media Properties with High Incremental Mobile Audience



Media Properties with High Incremental Video Audience



Mobile Minutes Dominate Social



Media Metrix® Multi-Platform

Holistic

represents all digital platforms in a single unified view

Accurate

uses multiple best-of-breed data sources to determine multi-platform overlap

Comparable

compares every digital media platform on a level playing field

Actionable


enables multi-platform media planning & analysis

Media Metrix® Multi-Platform

Next Steps for Media Companies

Tag Your Digital Assets: Visit comScore Direct

(direct.comscore.com)

 **comSCORE.** | **Direct**

[Sign Up - It's Free!](#)

Username

Password

Go

Forgot your password? [Click Here](#)

Home

Learn More

Contact Us

Tag All Your Digital Assets


Know the complete picture. Tag all your digital assets with comScore Direct to ensure exposure and measurement that reflects the complete value of your online content.

comScore Clients:

Not a comScore Client?

TAG NOW

SIGN UP TO TAG



The Direct Advantage

Publishers, agencies, and advertisers around the world trust comScore data for planning and optimizing online marketing initiatives. Tag with comScore and join the most comprehensive ecosystem for online

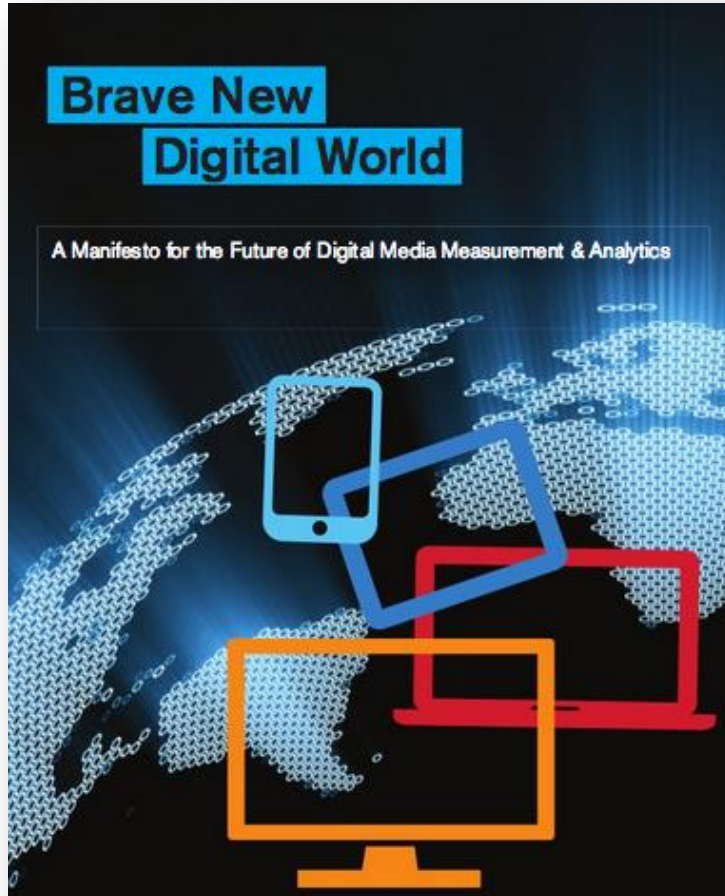
Start Up? Step Up!

comScore's new **Start-up, Step-up program** enables small sites to tag with comScore and access basic metrics for free, with the option to grow with us as their traffic increases.

Be Part of the Solution

Unified Digital Measurement™ (UDM) benefits publishers of all sizes - in a big way. Tagging with comScore is a small but critical step in the revolutionary UDM process.

Download our white paper!



Brave New Digital World

10 Principles for the Future of
Digital Measurement & Analytics



Download the white paper now at:
www.comscore.com/bravenewdigitalworld

Thank You

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