

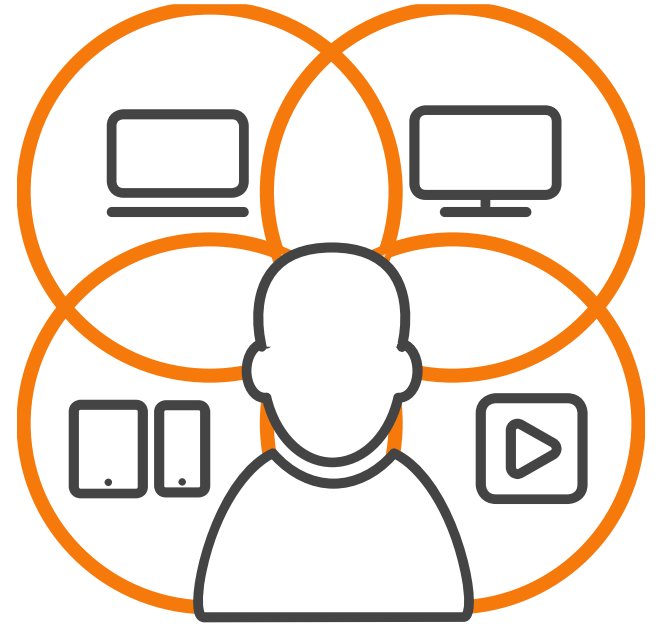
## METHODOLOGY

# Video Matrix Multi-Platform

SEPTEMBER 2018

# Video Metrix Multi-Platform

- Video Metrix Multi-Platform brings **syndicated, person-level video audience measurement** to a Multi-Platform world.
- It provides a **deduplicated view** of publisher/ad network reach across desktop, smartphone, tablet, and OTT\* devices.



# Video Metrix Multi-Platform: Measure Groups

## All Digital

De-Duped Desktop, Smartphone and Tablet Browser and App video consumption

## Desktop

De-Duped Desktop video consumption

## Mobile

De-Duped Smartphone and Tablet Browser and App video consumption

## OTT\*

Video, Duration and Reach consumption

# Audiences measured by VMX Multi-Platform

The UK population consuming online video at least once a month from one of the following devices:

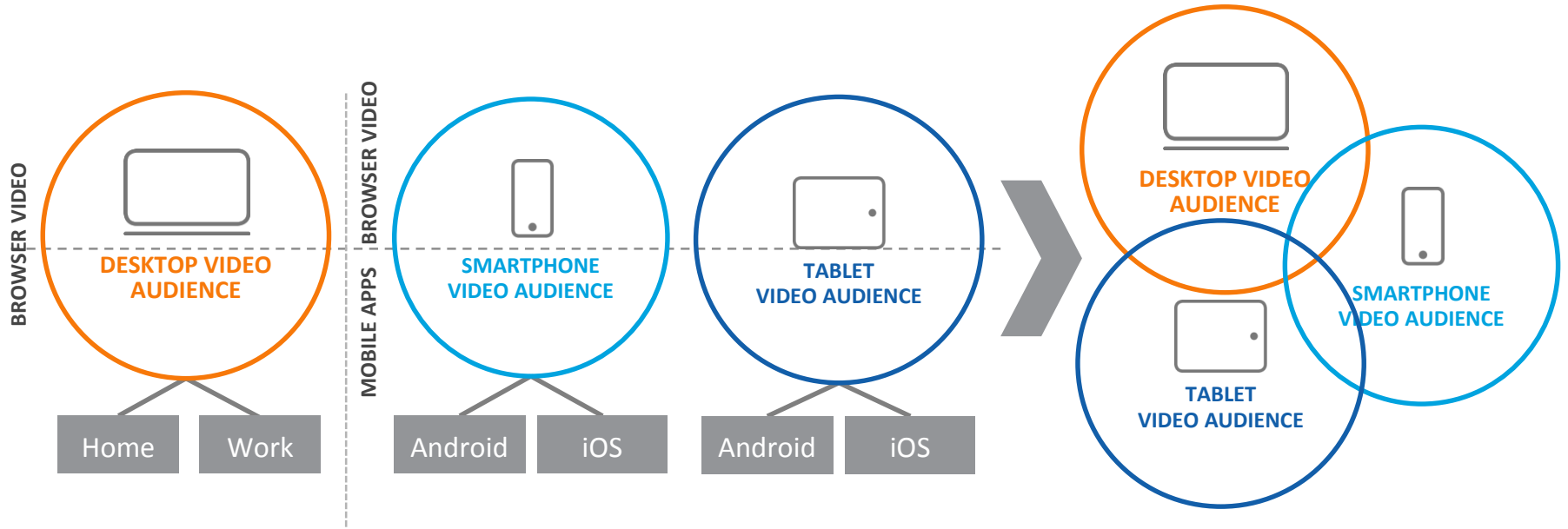
## Computer/Laptop

- **Home\*** computer audience: users aged 6+ years
- **Work\*** computer audience: users aged 18+ years
- Tagged and non-tagged content audience

## Smartphone/Tablet

- Any location
- Android or iOS
- Main users of a phone or tablet device aged 18+ (single user per device)
- Tagged content audience only

# VMX MP Data Reports on De-Duplicated Audiences Across Platforms using a modelling technique



# comScore Unified Digital Measurement Methodology: the Integration of Tag and Panel Data

## PERSON MEASUREMENT

PASSIVE PERSON-CENTRIC

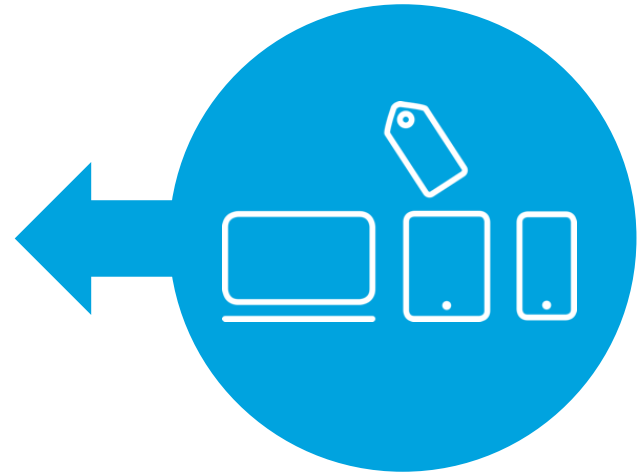


### PANEL

**DESKTOP:** Cookie per person information, demographic data, projections for non-tagged videos  
**MOBILE:** Demographic data input into the demographic assignment model

## DEVICE MEASUREMENT

PLAYER/CONTENT-CENTRIC



### CENSUS TAG DATA (SDK)

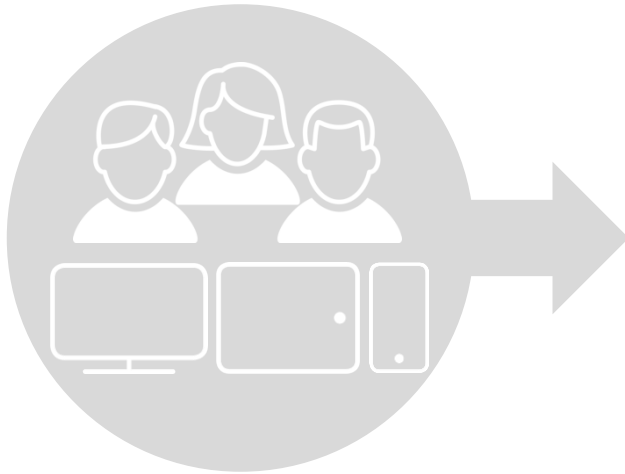
Census (tag) data provides accurate volumes of the video traffic for tagged players

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MEASUREMENT  
METHODOLOGY

# Focus on Census Measurement

## PERSON MEASUREMENT

PASSIVE PERSON-CENTRIC



### PANEL

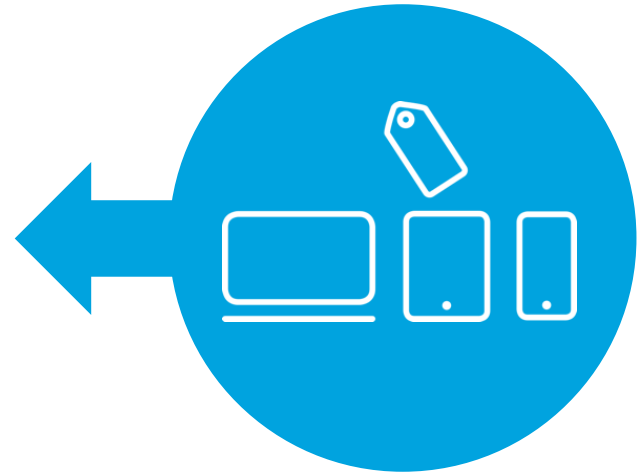
DESKTOP: Cookie per person information, demographic data, projections for non-tagged videos

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## DEVICE MEASUREMENT

PLAYER/CONTENT-CENTRIC



### CENSUS TAG DATA (SDK)

Census (tag) data provides accurate volumes of the video traffic for tagged players

# Census Data: Player/App-Centric Measurement Collected via SDKs

- Interaction with videos is measured via a SDK that is inserted into a browser player or an app player
- Video 'events' are collected (e.g. start, stop, fast forward, rewinding, pause, etc.)
- Census data reports on complete traffic for tagged videos visited from all devices
- Some media provide census-like feeds delivering the same level of information as census (e.g. YouTube; other video providers will be added in the future)



**Tagging is necessary** for mobile audience reporting

## **VOD & Live Streaming is measured**

- Downloaded videos can be measured if consumed offline in a tagged player

**Tagging** brings benefits for **accuracy** on the desktop side:

- **Introduces** increased granularity and stability for smaller media entities
- **Assures** that all activity is credited



# Census Data: Device Platforms Reported in VMX Multi-Platform Audience



What devices are captured in VMX Multi-Platform audience data?

DEVICE PLATFORM	CAPTURED BY CENSUS DATA	INCLUDED IN MULTI-PLATFORM AUDIENCE DATA
PC	✓	✓
Mac	✓	✓
Android Phone	✓	✓
iPhone	✓	✓
iPad	✓	✓
Android Tablet	✓	✓
Other mobile OS & devices	✓	✗
OTT* & other devices	✓	✗

# Focus on Panel Measurement

## PERSON MEASUREMENT

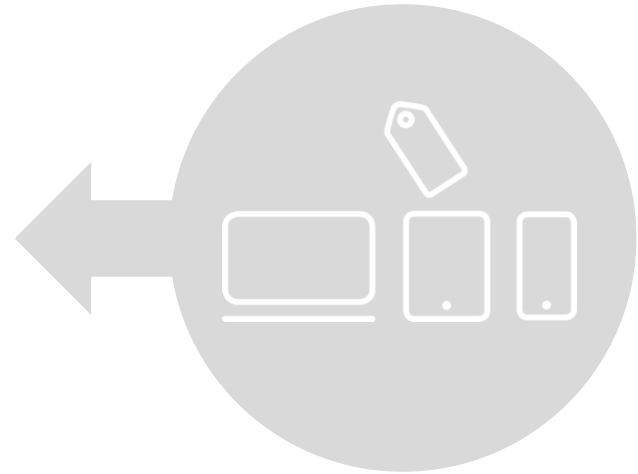
PASSIVE PERSON-CENTRIC



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MEASUREMENT  
METHODOLOGY

## DEVICE MEASUREMENT

PLAYER/CONTENT-CENTRIC



## PANEL

**DESKTOP:** Cookie per person information,  
demographic data, projections for non-tagged videos  
**MOBILE:** Demographic data input into the  
demographic assignment model

## CENSUS TAG DATA (SDK)

Census (tag) data provides accurate volumes  
of the video traffic for tagged players

# comScore Panels in the UK



- The panel is a subset of UK internet users that installed comScore meters on their devices which track their online behaviour
- It is nationally representative and weighted to the universe estimates based on the PAMCo survey
- Sample sizes per device (Q3/2018):
  - **Desktop/laptop ~ 100k persons, age 6+**
  - **Total Mobile (all combined) ~ 13k persons**
    - Android phone ~ 5.6k persons, age 18+ years
    - iPhone ~ 4.8k persons, age 18+ years
    - iPad ~ 2.6k persons, age 18+ years

## Panel details:

- **Desktop and laptop**

Windows computers are empanelled but Macs are not covered (they are covered by census and universe estimates)

- **Mobile devices**

An assumption of one user per device is applied (the main user concept)

- **Sample is weighted to be fully balanced**

- Demographic weighting targets provided by the enumeration study (PAMCo)
- Behavioural weighting targets (Internet intensity\*) for desktop are inferred from total country census (tag) data

# VMX Multi-Platform: Overview

## DATA ASSETS

### Video Census Data

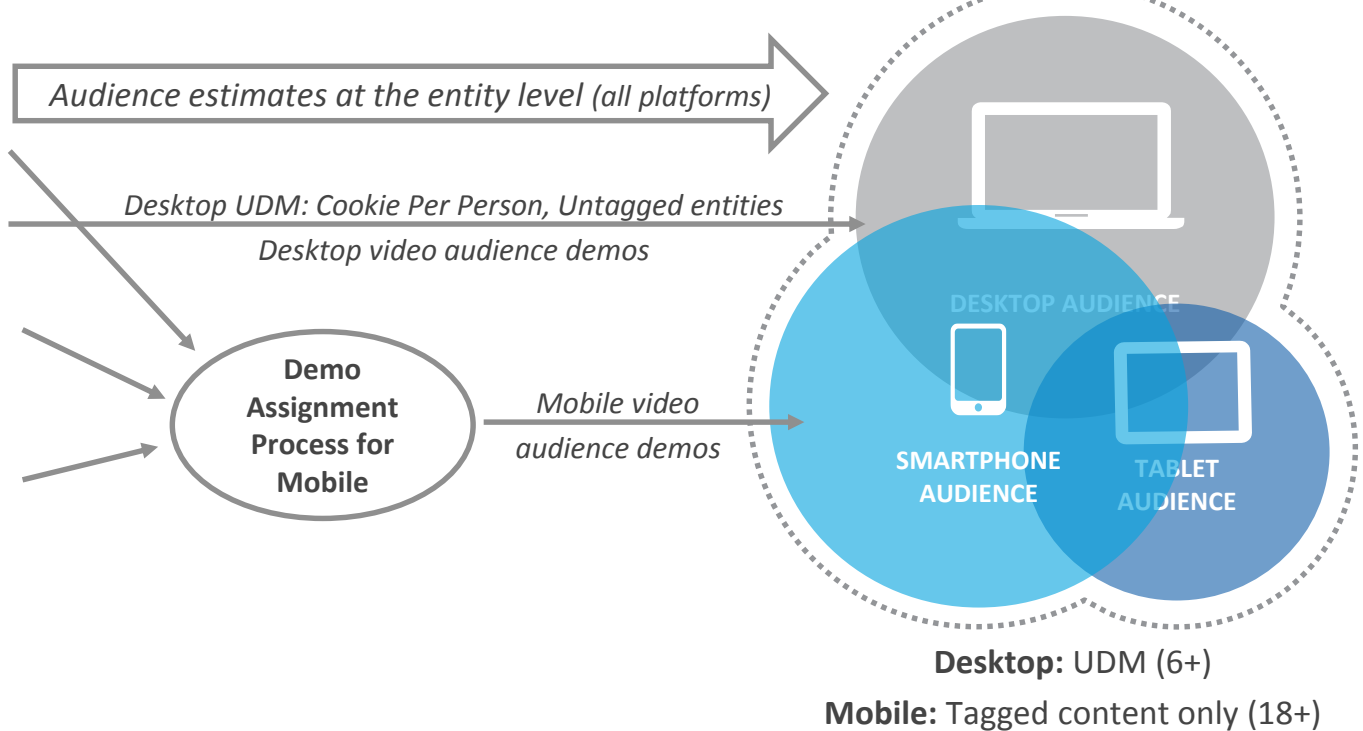
(Video players tagged with the Streaming Tag; YouTube data feed)

### comScore Panels

(PC, Android Phone, iPhone, iPad)

### cS Census Network

(tagged non-video content and ads)



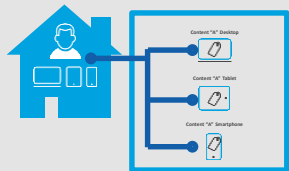
# APPENDIX

# Universe under measurement reported in VMX Multi-Platform

**UK online users consuming online video at least once a month\***

<b>Platform</b>	<b>Persons 6-12</b>	<b>Persons 13-17</b>	<b>Persons 18+</b>
<b>Desktop</b> (Home & Work)	Included	Included	Included
<b>Mobile</b> (All locations)	Not included	Not included	Included (tagged content only)
<b>Multi-Platform</b> (Desktop & Mobile)	Desktop only	Desktop only	All platforms (tagged + desktop non-tagged)

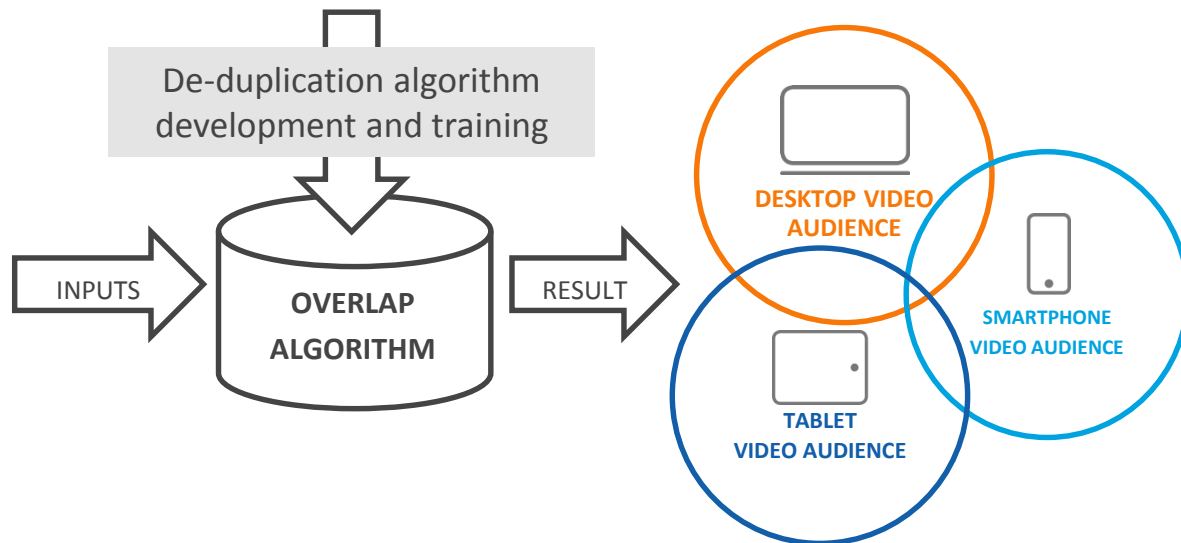
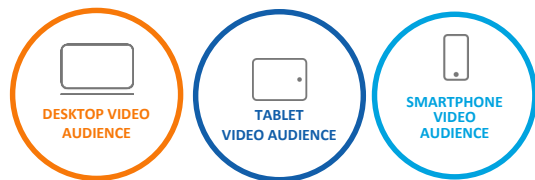
# Digital Audience De-Duplication: Overlap Algorithm Informed by Single Source Data



## Single source dataset based on subset of country tag census data

Provides cross-device behaviour observations at an individual person level

### Entity Audience Results per Platform





# Thank you!