



UK Mobile Metrix & MMX Multi-Platform Upgrade with September 2017 Data

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Overview: UK Mobile Metrix & MMX Multi-Platform Upgrade with September 2017 data

What changes are taking place in comScore with September 2017 data in the UK?

Two significant new developments for comScore's UK Audience Analytics product suite will be introduced in October 2017.

1. Several technology enhancements to comScore mobile measurement
2. A change of enumeration source for UK online universe estimates.

These changes are part of comScore's continuing commitment to UKOM to bring new advancements to media measurement in the UK and will be launched with September 2017 data in October 2017.

Why are those development changes critical for UK audience measurement?

The change of enumeration to Audience Measurement for Publishers (AMP) is critical as it is required for AMP's fusion scheduled for February 2018 (using November 2017 MMX MP data). The new enumeration readies the UK market for integrated studies better than ever before.

In addition, these changes provide comScore full visibility on iOS secure measurement, reporting on non-native browser and embedded browser traffic for both iOS and Android on the panel side. The technology changes will also allow comScore to provide sustainable Android and iOS panels in the future.

When will these enhancements take effect?

These enhancements will take effect in September 2017 data released in October 2017.

Will Beta data be shared with comScore clients prior to launch?

comScore has produced two months of Beta data for MMX, Video Metrix (VMX), Mobile Metrix (MoMX) and MMX Multi-Platform (MMX MP). The Beta data provides the combined impact of the technology enhancements and enumeration study changed in the MyMetrix User interface for the UK. The Beta data will be available for July and August data released on the 9th October.

Technology Enhancements in Mobile Measurement (MoMX & MMX Multi-Platform)

Which comScore products will benefit from the technology enhancements?

Mobile Metrix and MMX Multi-Platform are the two products benefiting from these enhancements in the UK.

What changes are taking place for mobile measurement and what are the key benefits?

The changes to comScore mobile measurement can be summarised as follows:

Enhancements	Benefits
Enhanced panel measurement of Android to include all Android OS versions and embedded browser: comScore is transitioning its panel measurement technology for Android to be more closely aligned with panel measurement for iOS.	These enhancements will allow comScore to observe panel activity across all Android OS versions, mobile browsers and embedded browsers and more accurately report mobile behaviour for Android smartphones.
Enhanced panel measurement of iOS to include secure traffic: comScore is deepening the insight it receives on its iOS mobile panel to include all secure app and URL traffic.	This enhancement will benefit mobile measurement of iOS by providing greater insight into invalid traffic and more accurate accounting for duplication between panel observations and census observations from the comScore tag.
Enhanced panel measurement of iOS to include embedded browser attribution: comScore already credits tagged publishers for embedded browser (browser activity done within a mobile app) activity.	This enhancement will allow crediting to a non-tagged publisher for embedded browser activity.
Improved removal of notification traffic on iOS: comScore seeks to only report on user-generated engagement and removes reporting mobile engagement associated with push notifications.	comScore is enhancing that removal for iOS to further account for and remove notification only activity.

What changes are taking place for Android panels specifically and what are the key benefits?

comScore is transitioning its panel measurement technology for Android to be more aligned with panel measurement for iOS, by using VPN measurement. These enhancements will allow comScore to observe panel activity across all Android OS versions and embedded browsers and more accurately report mobile behavior for Android smartphones.

This technology change has the following benefits:

- Syncing duration measurement methodology between iOS and Android allows for visibility into embedded browsers for non-tagged sites.
- Full compatibility with all devices running the most recent versions of the Android OS. This includes the ability to support Android 6, 7 and 8.
- Moving to a VPN solution provides comScore with a more representative behavioral profile for the Android panel. A measurement on par with iOS panel measurement
- The measurement of all mobile browsers (not only the native browser) on panel
- The measurement of panel embedded browser
- An improved UDM tagging coverage

This technology change does not include secure URL measurement like iOS and thus Android will be limited to secure URL visibility to the URL host similar to the limitation that existed for iOS before secure URLs could be measured. comScore is working on future solutions to measure secure URLs on Android as well as working towards fully removing the host visibility limitation on both platforms.

What are the impacts on the reported Android mobile data?

Impacts will vary by entity, but in general the addition of embedded browser activity for non-tagged sites will increase traffic for non-tagged sites. Impacts related to all Android OS versions being fully measured also vary by entity, but in general users of devices with newer Android OS versions will be more engaged than users of devices with older Android OS versions. The distribution of panelists across the OS versions is changing and in many cases, is likely to cause increases in Android smartphone traffic particularly for apps.

For detailed information on the impacts of the new Android meter on both data collection and data please contact your comScore representative.

What changes are taking place for iOS panels specifically and what are the key benefits?

As iOS measurement expands to include secure VPN measurement, the iOS changes will center around secure collection, embedded browser and notifications.

This technology change has the following benefits:

- The ability to fully observe secure traffic and thus better detect NEDOMs and remove invalid traffic
- The ability to measure panel embedded browser and ensure publishers receive additional credit for it
- An improved identification of notification activity
- A better UDM tagging coverage

The changes to comScore iOS panel can be summarised as follows:

Enhancements	Benefits
<p>Enhanced panel measurement of iOS to include secure traffic:</p> <ol style="list-style-type: none"> 1. comScore is deepening the insight it receives on its iOS mobile panel to include all secure app and URL traffic. 2. The technology change centers around the iOS VPN meter now collecting all secure URL traffic. Previously, secure URL traffic on iOS could only be resolved by the URL host with no further granularity. 3. Visibility into secure traffic allows for comScore’s Unified Digital Measurement (UDM) methodology to be improved. comScore’s UDM methodology produces unduplicated data between panel activity and census activity. 	<ol style="list-style-type: none"> 1. This will benefit mobile measurement of iOS by providing greater insight into invalid traffic and more accurate accounting for duplication between panel observations and census observations from the comScore tag. 2. This has the benefit of allowing comScore to attribute panel-based observations to specific entities in the comScore dictionary that are more granular than what a URL host-only attribution could allow. comScore can now also accurately identify traffic from background calls, redirects, etc. and remove that activity as it does already on desktop. 3. comScore can more accurately observe census tag activity produced by the mobile panel. With more visibility on the panel side, the observed deduplication with census is enhanced and thus reported data for unified entities will be more accurate as a more accurate ratio of panel to census traffic is used for reporting.
<p>Improved removal of notification traffic on iOS: comScore seeks to only report on user-generated engagement and removes from its reporting mobile engagement known to be associated with push notifications. comScore is enhancing that removal for iOS to further account</p>	<p>comScore has full visibility to exclude this activity on Android, but the iOS ecosystem complicates the removal on iOS. Enhancements being made now allow for comScore to better detect notification only activity on iOS and remove it.</p>

<p>for and remove notification only activity. In scenarios where a user has an app on their phone with notifications being pushed but the user never engages with the notification by opening the associated app, that is considered notification only traffic.</p>	
<p>Enhanced panel measurement of iOS to include embedded browser attribution: comScore already credits tagged publishers for embedded browser (browser activity done within a mobile app) activity.</p>	<p>This enhancement will credit a non-tagged publisher for embedded browser activity.</p>

What are the impacts on the reported iOS mobile data?

- **Enhanced panel measurement of iOS to include secure traffic:**

Impacts will vary by entity, but in general, entities that have secure URL traffic and are measured primarily via the mobile panel will see increases as the result of more granular URL attribution. Entities that have secure URL traffic and are measured by both panel and census (i.e. unified entities) will likely see some decreases as more accurate ratios of panel to census are observed and panel activity previously added incrementally to census is more accurately unduplicated.

- **Improved removal of notification traffic on iOS:**

Impacts will vary by entity, but in general this enhancement decreases UVs for an entity that has a high number of users that have app notifications turned on but do not engage with the app outside of seeing the notifications. Primarily UVs would be affected by this enhancement because duration for notifications is miniscule compared to duration associated with user-generated app engagement.

- **Enhanced panel measurement of iOS to include embedded browser attribution:**

Non-tagged entities are expected to show increased web traffic due to embedded browser activity now being credited. Tagged entities are not expected to see changes based on this enhancement as tagged entities already have embedded browser traffic appropriately credited.

For detailed information of the impacts of the of the new iOS meter on both data collection and data processing please contact your comScore account representative.

Change of Enumeration Source (MMX, VMX, MoMX and MMX Multi-Platform)

Which comScore products will benefit from the change of enumeration source?

The UKOM-approved comScore products including MMX, Video Metrix, Mobile Metrix and MMX Multi-Platform will be affected by the change of enumeration source to various degrees. In addition, comScore products including Segment Metrix and Reach/Frequency in the UK will also be affected.

What is the new enumeration source?

comScore will be updating the source for its UK universe estimates from the previous National Readership Survey (NRS) study to the new Audience Measurement for Publishers (AMP) study with September 2017 data. With this upgrade, comScore delivers on its UKOM commitment to use the AMP study data, which supersedes NRS, as its basis for deriving universe projections.

As a reminder, the Enumeration source is the data that we use to produce universe estimates for Audience Analytics products.

What is the AMP study? Why is comScore switching to this new enumeration source?

The AMP study is run by The Publishers Audience Measurement Company (PAMCo), the governing body that oversees audience measurement for the published media industry and provides several key benefits:

- The key methodological differences are that AMP has a brand first readership interview (whereas NRS was print first) which is a first for the industry and the introduction of the digital panel in order to provide single-source data on duplication for the first time.
- As stated by PAMCo, the AMP data will fuel the IPA Touchpoints service, which informs strategic planning. It will also be incorporated into planning bureaux, such as Kantar Choices, IMS Clear Decisions, Telmar and Mediatel for implementational planning purposes.
- Further detail on this new enumeration source and how it is different from NRS are available [here](#)

The switch to the AMP study, as governed by the UK media and marketing trade bodies, also allows comScore to update the establishment survey being used for the UK market. It utilises the above innovations developed by AMP coupled with comScore's global experience of developing multi-platform enumeration studies.

How does the change of enumeration impact comScore UK data?

This change of enumeration source introduces a more accurate reflection of UK digital consumption and, although there will be some significant shifts in data from previous months under the old enumeration, comScore and UKOM firmly believe that this update is necessary to create an enhanced understanding of consumer cross-platform usage and device fragmentation.

This change will affect the UK universe estimates in comScore MMX Multi-Platform, MMX, Video Metrix and Mobile Metrix products as follows:

	August 2017 Data Production	September 2017 Data Production Estimates	% Difference
TOTAL DIGITAL POPULATION	50,532,576	47,938,178	-5.1%
Desktop Population (Home and Work Combined - persons aged 6+)	46,533,179	37,425,487	-19.6%
Total Mobile Population (Mobile Phone or Tablet – Persons aged 18+)	36,354,291	36,994,439	1.8%

Note that Desktop and Total Digital Population universe estimates are based directly on AMP data. Total Mobile population estimates come from MobiLens UK which is weighted on AMP-based targets.

Why is the PC universe more impacted by the enumeration change?

PC universes are in decline, which is reflected by the update based on the first AMP data. The AMP questionnaire clearly differentiates between Internet access on a wide variety of devices/operating platforms.

Why are we retiring Household Income from MMX and Video Metrix UK demographic reporting?

comScore will stop reporting Household Income as a demographic profiling measure in its Desktop products (MMX and Video Metrix) because Household income data is not available for producing reliable universe estimates for the UK. Therefore, subscribers to UK MMX & Video Metrix, data will no longer be able to select the Household Income variable when running a MMX or Video Metrix report starting with September 2017 data. The capability to analyse socio-economic grade (SEG) will remain unaffected.

What are the expected impacts of the combined technology enhancements and enumeration changes on comScore data?

The technology enhancements and enumeration study change will result in trend shifts for UK Audience data. Data changes will vary by entity and platform. These changes will also have an impact in reporting

metrics among the top 100 Properties including Unique Visitors, Page Views and Minutes. To aid in the understanding of these changes, comScore has provided beta data for the UK showing the combined impact of the above enhancements which will be shared via the MyMetrix interface. Please contact your comScore account representation for further questions on specific needs.

For further information, please contact your comScore account representative or the comScore support team at mymetrixsupport@comscore.com.