



Video Matrix Multi-Platform



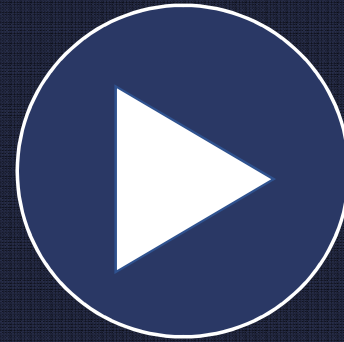
In July 2017, UKOM gave development level endorsement to comScore's Video Metrix Multi-Platform measurement

What is comScore Video Metrix Multi-Platform?

- comScore Video Metrix® Multi-Platform (VMX MP) delivers a single, unduplicated measure of digital video consumption across devices
- VMX MP gives agencies and advertisers metrics on over 100 video properties, providing insight on:
 - total, incremental and unduplicated video viewership across smartphone, tablet and desktop
 - age and gender demographics across screens
 - how engagement differs across platforms to help buyers plan and sellers optimise their monetisation strategies
- Following a stringent 4 month examination by UKOM's Technical Board, the comScore VMX MP product - available to view at <https://www.comscore.com/Products/Audience-Analytics/Video-Metrix-Multi-Platform> - recently received endorsement at development level from UKOM's Executive board.

What is measured?

- Currently the VMX MP data features companies who have their audio-visual content measured by comScore, and have therefore tagged or provided a robust data pass-back. This includes over 100 properties currently, including YouTube.
- Metrics such as total number of videos viewed, number of videos per viewer, minutes per viewer and minutes per video can all be reported as can standard metrics such total audience size and time spent for audio-visual content **across multiple devices**. Reach data for both the digital and total population means an estimation of GRPs are also available.
- UKOM hopes that the importance of mobile video across the industry will encourage more partners to come on board and so benefit from the depth of insight available



Example: YouTube Overview

YouTube Data from comScore Video Metrix Multi-Platform July 2017 Summary

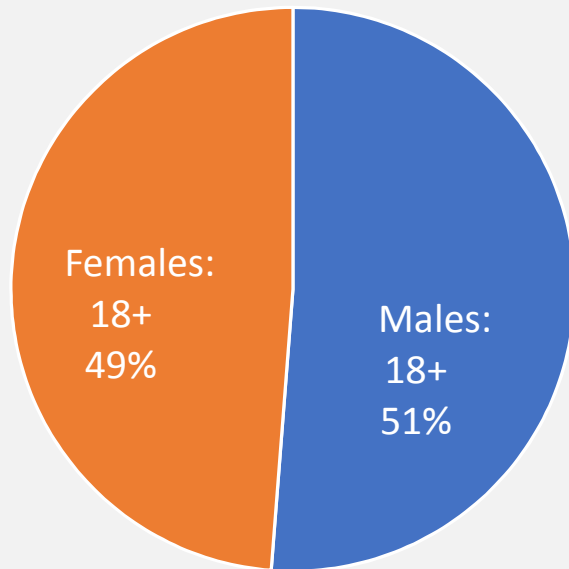


- 37.1 million adult viewers
- 311 videos per viewer on average
- 11.6 billion videos watched
- Average 3.7 minutes per video
- 79% of videos consumed on a mobile device
- 74% of viewing time on a mobile device
- 18-35s generate 53% of all minutes & 56% of all videos

YouTube videos split by Age & Gender

18-44s account for 55% of all 18+ internet users but generate 80% of YouTube videos

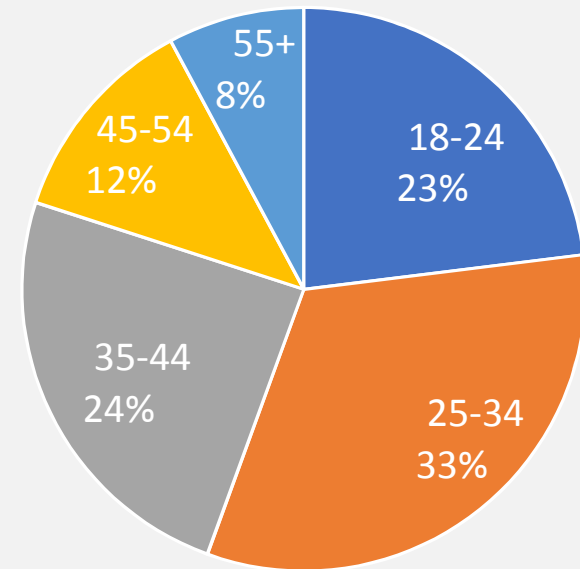
Share of YouTube Videos by Gender



■ Males: 18+ ■ Females: 18+



Share of YouTube Videos by Age



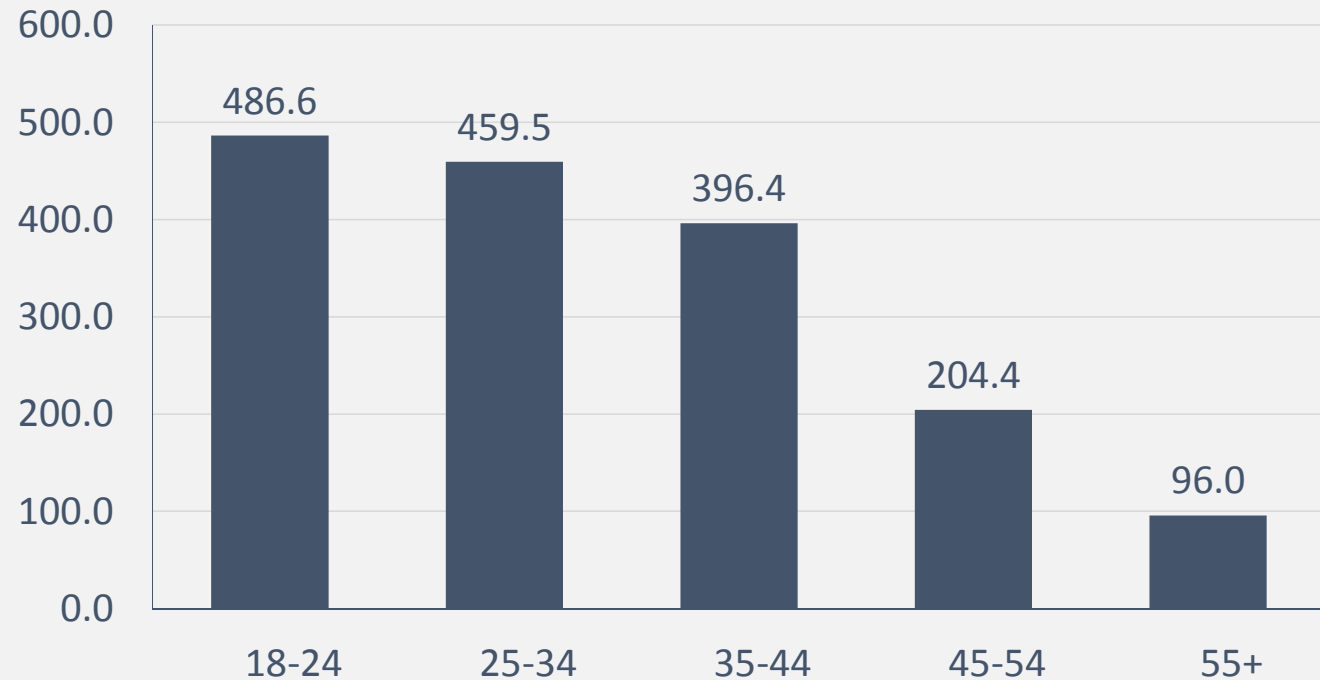
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+

Average No. of YouTube videos per Viewer by Age

Number of videos decreases with increasing age



Ave Videos Per Viewer by Age



Source: comScore VMX Multi-Platform, July 2017, UK Adults 18+

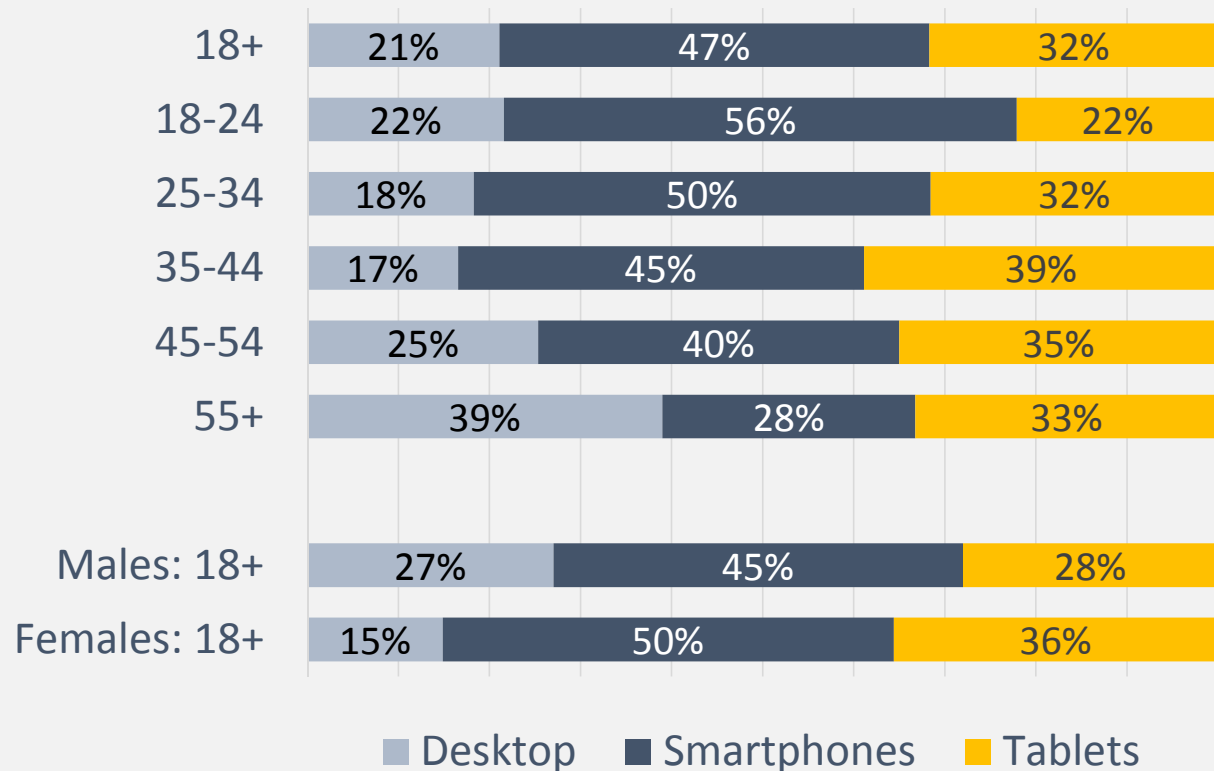
UKOM: Development Endorsement

YouTube videos by Platform by Age & Gender

Smartphone's video share is higher among younger audiences



Share of Videos by Platform





Example: Music Videos

Analysis for YouTube Music Partners e.g. Vevo

- Which artists have most videos viewed in a month? How does this compare to competitors?
- How long do viewers spend watching videos and how many do they view?
- Which artists have the biggest audience reach?
- What is the demographics of viewers to X artist?
- What is the share of video viewing by tablet, PC and smartphone?
- How does engagement differ across platforms and by demographics?
- Is viewing up or down compared to the previous month?
- What impact might big events have on an artist's video viewing online?

Top 10 Music Artist on Vevo's YouTube Channel – July 2017

Ranked by no. of videos (000s)

	Reach (000)	Videos (000)	Videos per Viewer	Minutes per Viewer	Minutes per Video
DJKhaledVEVO @ YouTube	4,298	17,612	4.1	11.6	2.8
LuisFonsiVEVO @ YouTube	4,635	15,859	3.4	9.7	2.8
DisneyMusicVEVO @ YouTube	1,911	13,607	7.1	14.8	2.1
littlemixVEVO @ YouTube	2,315	12,781	5.5	15.0	2.7
KatyPerryVEVO @ YouTube	2,314	10,702	4.6	13.5	2.9
CalvinHarrisVEVO @ YouTube	2,692	9,897	3.7	9.9	2.7
JonasBlueVEVO @ YouTube	2,384	9,237	3.9	9.1	2.3
FrenchMontanaVEVO @ YouTube	2,575	9,107	3.5	11.2	3.2
EminemVEVO Channel @ YouTube	1,246	7,076	5.7	17.5	3.1

Source: comScore VMX Multi-Platform, July 2017, UK Adults 18+

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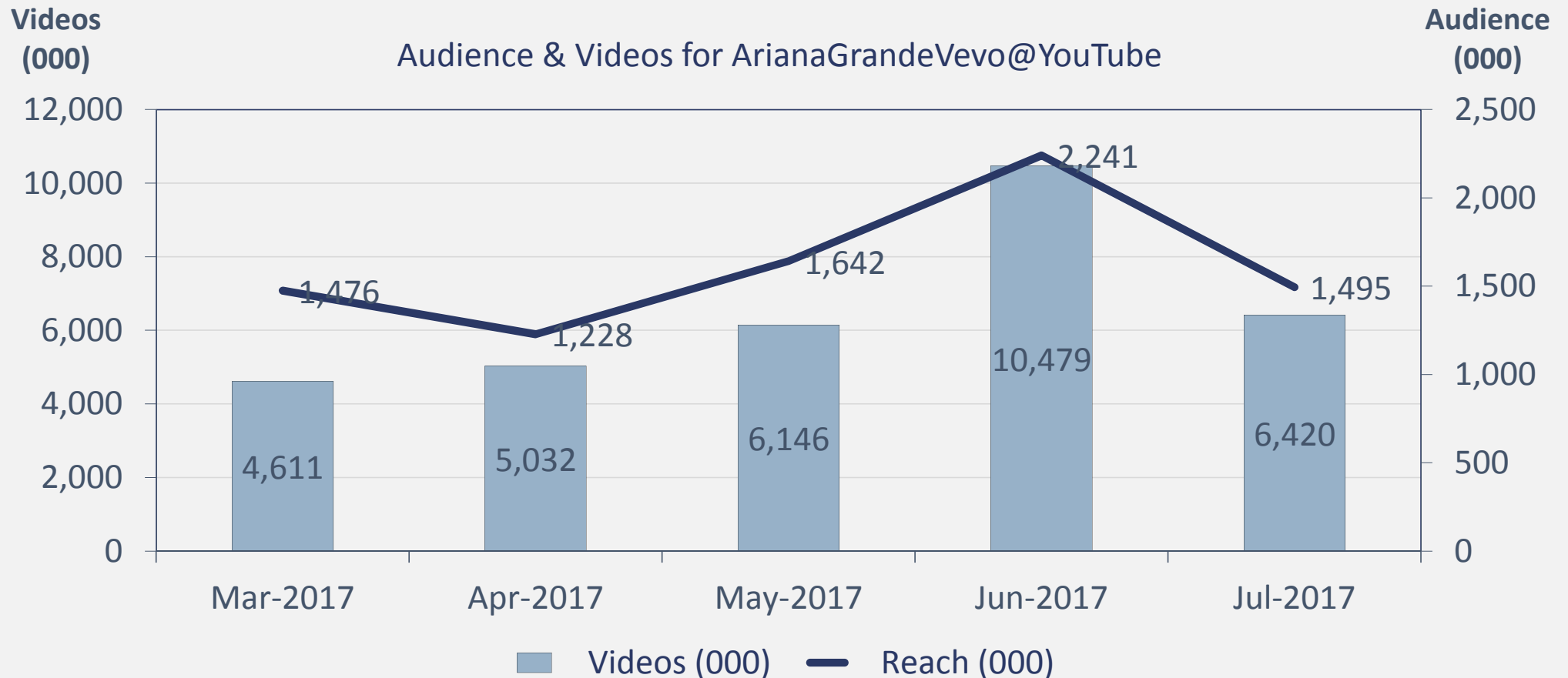
Top 10 Music Artists on Warner's YouTube Channel – July 2017 Ranked by no. of videos (000s)

	Reach (000)	Videos (000)	Videos per Viewer	Minutes per Viewer	Minutes per Video
Ed Sheeran @ YouTube	4,679	22,174	4.7	13.3	2.8
Linkin Park @ YouTube	1,596	11,183	7.0	17.4	2.5
Clean Bandit @ YouTube	2,668	8,346	3.1	9.3	3.0
Charlie Puth @ YouTube	2,409	7,840	3.3	9.3	2.9
Fueled By Ramen @ YouTube	1,188	6,173	5.2	13.8	2.7
Jason Derulo @ YouTube	2,117	5,916	2.8	7.0	2.5
David Guetta @ YouTube	1,809	5,733	3.2	7.9	2.5
Coldplay Official @ YouTube	1,004	4,737	4.7	14.9	3.2
Conor Maynard @ YouTube	745	4,663	6.3	17.3	2.8

Source: comScore VMX Multi-Platform, July 2017, UK Adults 18+

UKOM: Development Endorsement

Ariana Grande Video viewing surged after Manchester attacks



Q. Which member of One Direction had the most Video Views on Vevo's YouTube Channel in July?



Liam Payne beat the other One Direction boys in July 2017

	Reach (000)	Videos (000)	Videos per Viewer	Minutes per Viewer	Minutes per Video
LiamPayneVEVO Channel @ YouTube	1,812	5,941	3.3	8.3	2.5
NiallHoranVEVO @ YouTube	809	2,363	2.9	7.3	2.5
HarryStylesVEVO Channel @ YouTube	493	1,427	2.9	9.8	3.4
LouisTomlinsonVEVO @ YouTube	405	941	2.3	5.7	2.4
ZaynVEVO Channel @ YouTube	208	580	2.8	6.8	2.4

