comScore/UKOM
Summary of Methodology

April 2018

Relationship between UKOM and cS

comScore and **UKOM** are separate entities with contractual relationship

UKOM =
Governance Body

UKOM, via its Executive, Technical and Commercial Boards, monitors and governs the quality and methodologies of the comScore approach providing reassurance to the industry that standards are being met in the UKOM endorsed products

comScore =
Digital Audience Data Possessor

comScore develops methodologies, processes data, supplies the market with audience data and provides subscribers with an interface

comScore/UKOM Digital Audience Measurement

Who is this presentation for and how can they use comScore/UKOM data?

- Buy and sell side: people that use comScore tools to create reports, but don't have any in-depth knowledge around the methodology

- Delivers common UK industry standard for online audience reporting and planning

- Allows competitive comparisons, campaign planning, audience trend analyses, reach/frequency analyses and much more

What data do we provide?

- Comprehensive data about digital audiences across websites, mobile apps and content categories

Where can you access it?

- Via the comScore user interface

How do we do it?

- Integrating census (tag) with panel (person-centric) measurements

What does comScore/UKOM Report on?

comScore/UKOM data reports on:

- ✓ Online audiences across devices
- ✓ "The consumers of content"

What does comScore/UKOM Measure?

The UK population connecting to the Internet at least once a month from one of the following devices:
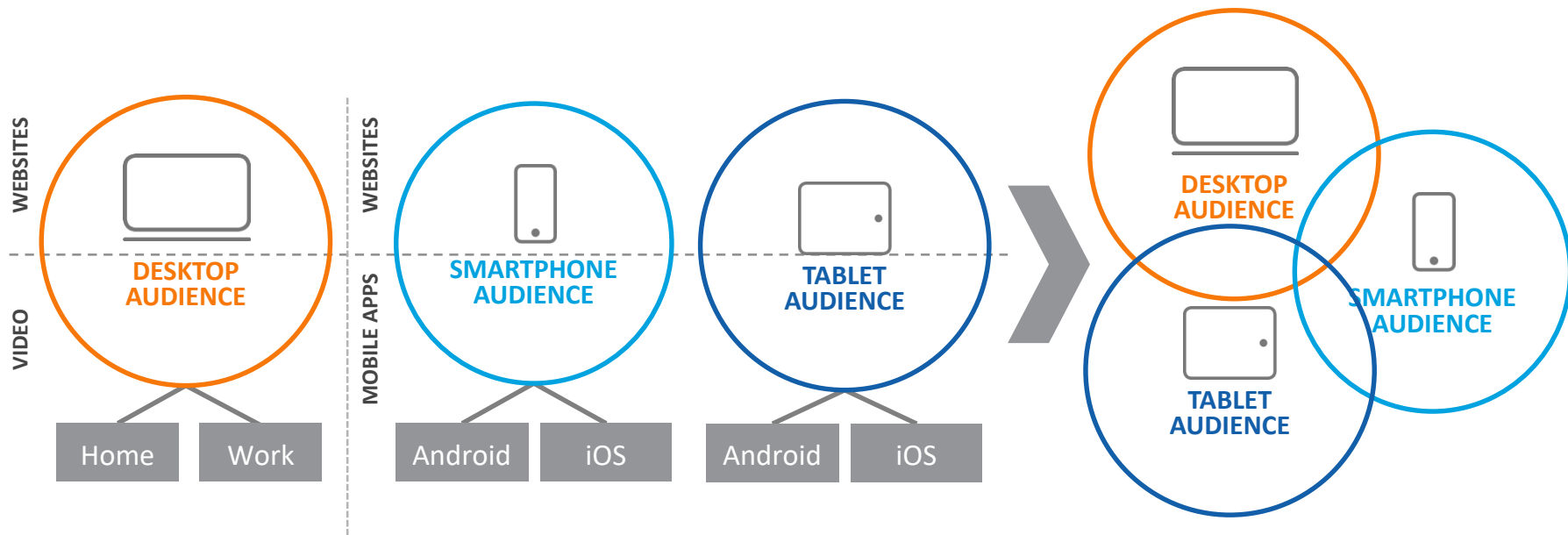
Computer/Laptop

- **Home* computer audience:** users aged 6+ years
- **Work* computer audience:** users aged 18+ years

Smartphone/Tablet

- Any location
- Android or iOS
- Main users of a phone or tablet device (single user per device)
- Aged 13+ audience for tagged entities; 18+ for both tagged and non-tagged entities

comSCORE.

* Please note that Home and Work are ownership statuses, not locations. For example, an employer-owned laptop that a user takes home (or to an internet cafe) remains a work machine

comScore/UKOM Data Reports on De-Duplicated Audiences Across Platforms using a modelling technique

WEBSITES

VIDEO

WEBSITES

MOBILE APPS

DESKTOP AUDIENCE

Home | Work

SMARTPHONE AUDIENCE

Android | iOS

TABLET AUDIENCE

Android | iOS

DESKTOP AUDIENCE

SMARTPHONE AUDIENCE

TABLET AUDIENCE

* Excluded are audiences connecting to the Internet from shared computers (Internet cafes, libraries, etc.) and smartphone or tablet users with different operating systems than Android or iOS.

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

PERSON MEASUREMENT
PASSIVE PERSON-CENTRIC

DEVICE MEASUREMENT
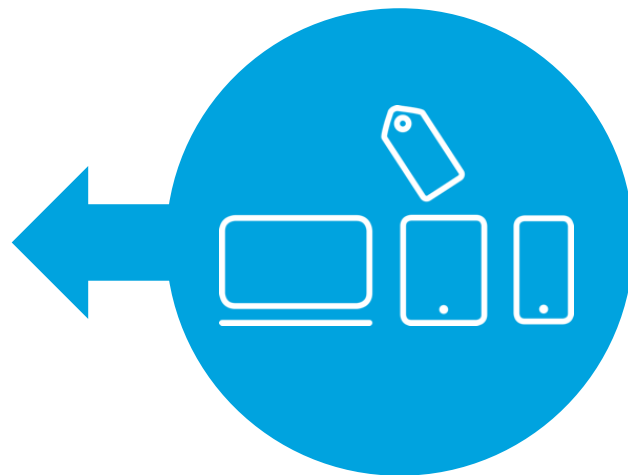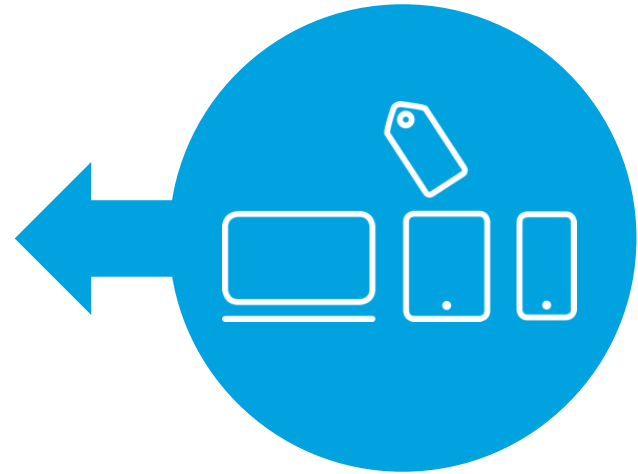SITE/CONTENT-CENTRIC

UDM
UNIFIED DIGITAL MEASUREMENT METHODOLOGY

PANEL
Panel (person) data provides cookie per person information (PC), demographic data, and projections for websites and apps without a tag

CENSUS PAGES TAGS, SDKS
Census (tag) data provides accurate volumes of the traffic for tagged sites (incl. content distribution channels)

Focus on Census Measurement

PERSON MEASUREMENT
PASSIVE PERSON-CENTRIC

DEVICE MEASUREMENT
SITE/CONTENT-CENTRIC

UDM
UNIFIED DIGITAL MEASUREMENT METHODOLOGY

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comSCORE.

Census Data: Site/App-Centric Measurement Collected via Tags

- A tag is a short code that is placed on a website or other web based content asset and is used to track an 'event' (e.g. page view, mobile app call, etc.)

- Census data reports on complete traffic for tagged content visited from all devices

- Some media provide census-like feeds delivering the same level of information as census (e.g. YouTube, 3rd party content distribution platforms)

Tagging brings benefits for accuracy:

- **Introduces** increased granularity and stability for smaller media entities

- **Assures** that all activity is credited

- **Delivers** audience data for platforms where a panel is not maintained (Android Tablets)

- **Covers** all platforms and provides a picture about device shares

Census Data: Device Platforms
Reported in Multi-Platform Audience

- What devices are captured in comScore/UKOM 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

DEVICE MEASUREMENT
SITE/CONTENT-CENTRIC
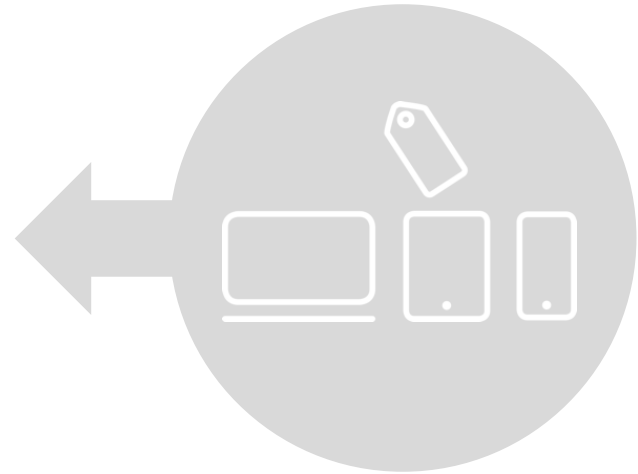
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comSCORE.

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 (Q1/2018):

  - **Desktop/laptop ~ 75k persons, age 6+ years**
  - **Total Mobile (all together) ~ 11.5k persons**
    - Android phone ~ 5.2k persons, age 18+ years
    - iPhone ~ 4.6k persons, age 18+ years
    - iPad ~ 1.7k 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

* Intensity means Page Views consumed per a monthc

Desktop Panel: Passive Measurement of Online Activity
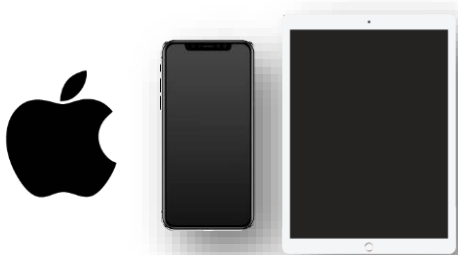
WHO IS USING THE COMPUTER?

Continuous passive measurement via a software meter distinguishes between users of a computer and assigns each browsing session to a specific person

Mobile Panel: Measurement of Websites (URLs) and Apps

iPhones/iPads

Connected usage for both web and apps

Android Phones

Connected usage for web;
In Focus usage for apps

METERS RETRIEVE TRAFFIC IN REAL TIME

comScore

- *Due to iOS and Android operating system constraints there are minor differences in panel measurement between iOS and Android*
- *Android Tablet panel isn't maintained in the UK and thus Android Tablet audiences are reported only for tagged sites and apps*

comScore.

Quality Assurance Processes

Invalid Traffic Filtration: Both General and Sophisticated IVT is filtered out

- Bots
- Adware & Browser Hijacks
- Ad Injectors
- Domain Laundering
- Data Centre Traffic

URLs not requested by users are filtered out *(e.g. pop-ups, pop-unders, redirects, ad banners)*

Data integrity controls applied to both census and panel data:

- Data collection hourly monitoring, daily processing checks, data variance controls, monthly data quallity assurance processes

How do I get access to comScore/UKOM Digital Audience Data?

comScore MyMetrix Interface – online system for data analyses
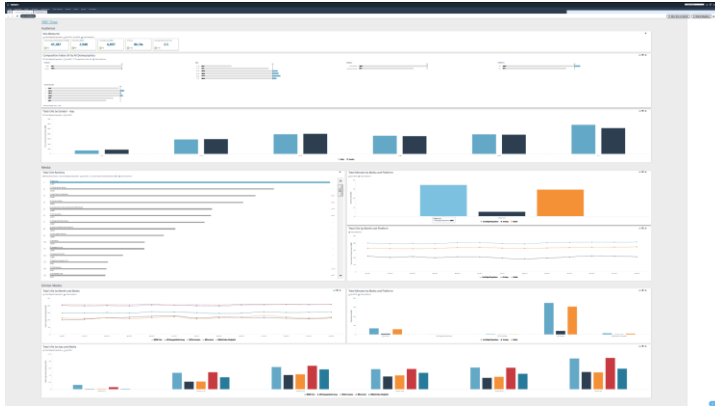
Fast dashboards and charts

Detailed stats

Third party bureaux

Audiences Reported in Specific comScore Products

MMX
Audience visiting websites from desktop computers

Video Metrix Desktop (VMX)
Audience consuming video from desktop computers

Mobile Metrix (MoMX)
Audience interacting with mobile applications and visiting websites from Android or iOS smartphones or tablets

MMX Multi-Platform
De-duplicated audience of MMX, VMX Desktop and MoMX

Video Metrix Multi-Platform
(VMX MP) De-duplicated audience consuming video from desktop computers or mobile devices

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APPENDIX

Universe under measurement reported in comScore/UKOM data

UK online users connecting to internet at least once a month

Platform	Persons 6-12	Persons 13-17	Persons 18+
Desktop (Home & Work)	Included	Included	Included
Mobile (All locations)	Not included	Included (tagged content only)	Included (Android and iOS)
Multi-Platform (Desktop & Mobile)	Desktop only	Desktop + Tagged mobile content	All platforms (tagged + non-tagged)

comSCORE.

Enumeration source: PAMCo study

- PAMCo (http://pamco.co.uk/) is the resource of internet penetration data for Great Britain

  - Based on a random sample of 35,000 persons per annum in GB

  - Includes comScore questions to gather household, respondent and internet information on variables needed for universe estimates (weighting targets)

  - Provides comScore with internet penetration estimates on quarterly basis

- ICM Omnibus data is used as the establishment survey for Northern Ireland
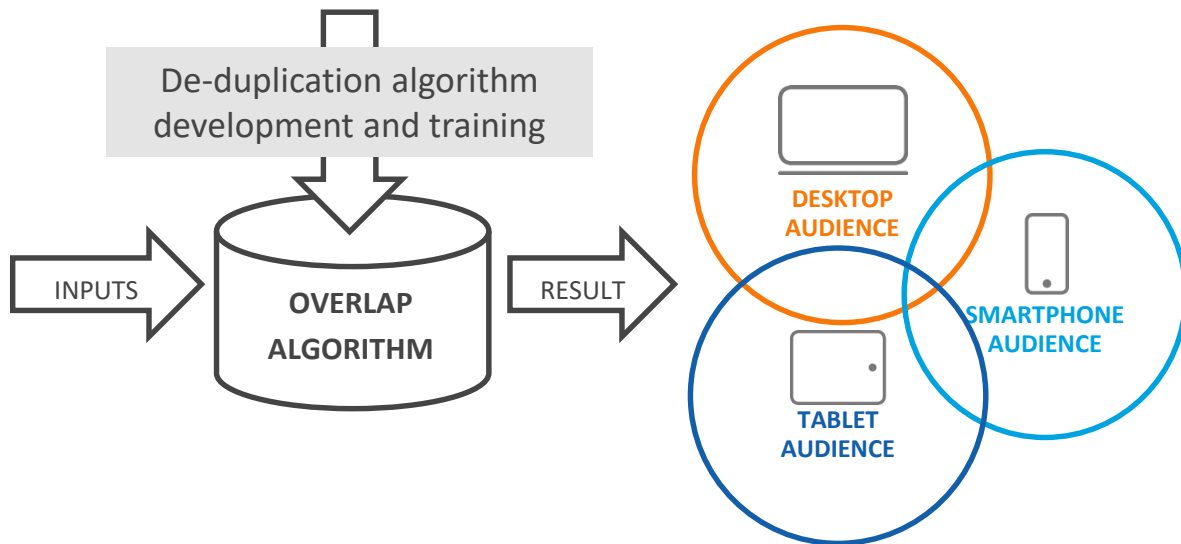
Digital Audience De-Duplication: Overlap Algorithm Informed by Single Source Data
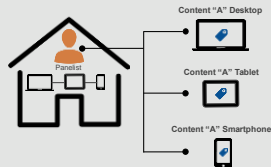
Single source dataset based on subset of country tag census data

Provides cross-device behaviour observations
at an individual person level

Content "A" Desktop
Content "A" Tablet
Content "A" Smartphone
Panelist

Entity Audience Results per Platform *(reported in MMX, Video Metrix, Mobile Metrix)*

DESKTOP AUDIENCE

TABLET AUDIENCE

SMARTPHONE AUDIENCE

INPUTS

De-duplication algorithm development and training

OVERLAP ALGORITHM

RESULT

DESKTOP AUDIENCE

SMARTPHONE AUDIENCE

TABLET AUDIENCE

comSCORE.
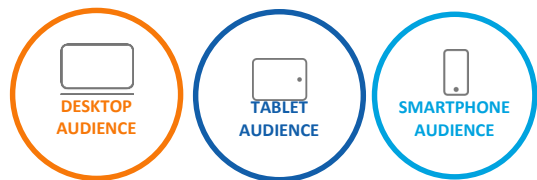
Integration of Census (Tag) and Panel Data: Unified Digital Measurement Methodology

Desktop Unique Visitors
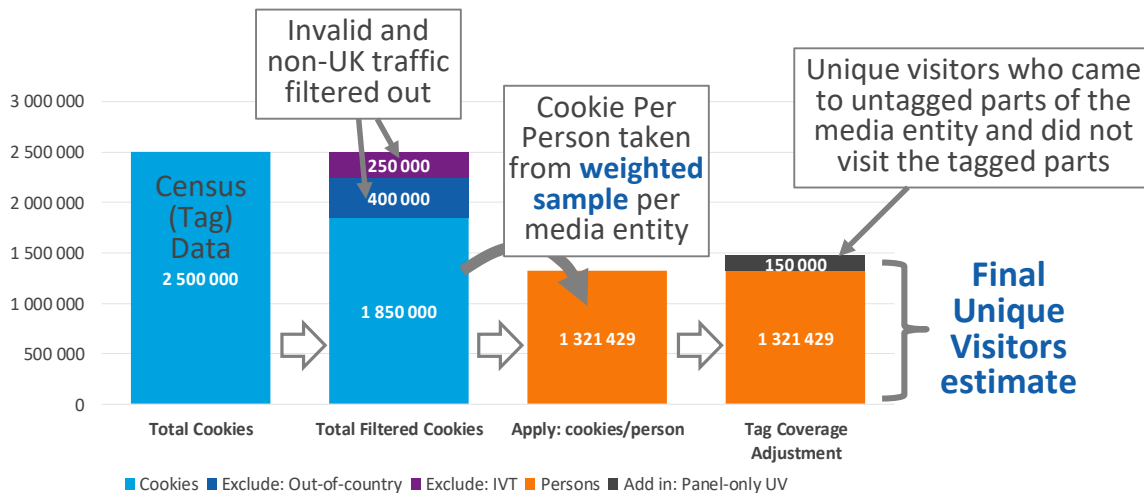
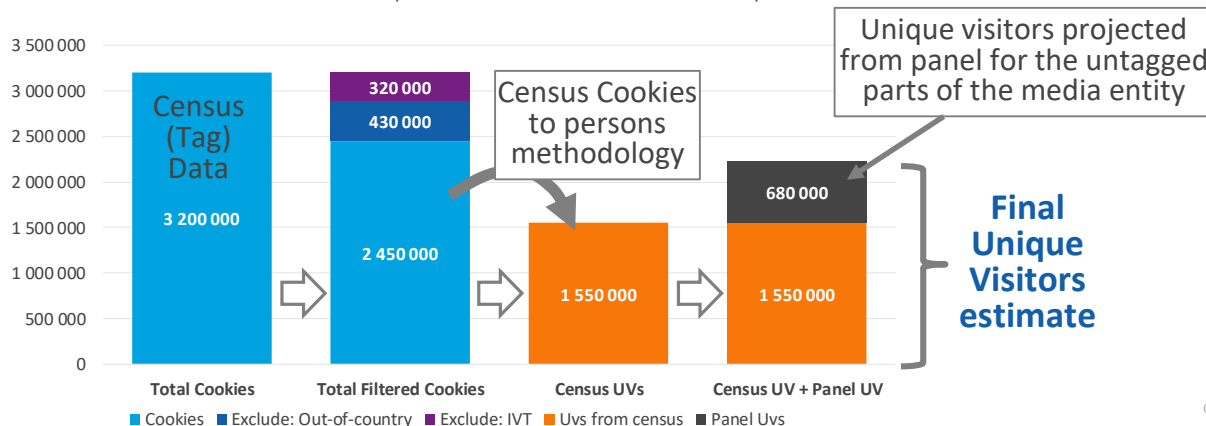**Mobile Unique Visitors**

(calculated per device and OS platform separately)

Invalid and non-UK traffic filtered out

Cookie Per Person taken from **weighted sample** per media entity

Unique visitors who came to untagged parts of the media entity and did not visit the tagged parts

Census (Tag) Data — 2 500 000

250 000
400 000
1 850 000
1 321 429
150 000
1 321 429

Final Unique Visitors estimate

Total Cookies | Total Filtered Cookies | Apply: cookies/person | Tag Coverage Adjustment

Cookies | Exclude: Out-of-country | Exclude: IVT | Persons | Add in: Panel-only UV

Census Cookies to persons methodology

Unique visitors projected from panel for the untagged parts of the media entity

Census (Tag) Data — 3 200 000

320 000
430 000
2 450 000
1 550 000
680 000
1 550 000

Final Unique Visitors estimate

Total Cookies | Total Filtered Cookies | Census UVs | Census UV + Panel UV

Cookies | Exclude: Out-of-country | Exclude: IVT | Uvs from census | Panel Uvs

Publisher Audience in Data: the Dictionary

- Dictionary defines how publishers' audiences are reported in the data
- Combines granular URL/mobile app data into meaningful hierarchies and categories
  - Example of a breakdown of up to 6 syndicated hierarchy levels:

Property	Microsoft Sites
Media Title	MSN
Channel	MSN Content Sites
Subchannel	MSN News
Group	MSN Weather
Subgroup	MSN Weather - UK

Thank you!