



comScore X-Media

Nielsen Total Audience

"Elevator Pitch"	Comprehensive suite of Multi-platform measurement solutions measuring passive single source at scale. Leverage unified metrics with demography across platforms. Includes TV, digital, radio and OTT (content & ads) to represent complete user experience.	Consistent measurement for both the content and the advertising . Content Ratings which include total audience viewing of content regardless of the mode of access; and separately, Ad Ratings for all ad supported content regardless of where and how it's viewed, which provides flexibility for dynamic ad insertion.
Devices Captured / Media Measured	TV (Live and DVR), Radio (terrestrial, HD, streaming), Desktop (PC/Mac, Video & Display), Smartphone (Video & Display), Tablet (Video & Display), VOD and OTT (includes: Game consoles (Xbox, PS), Roku, LG/Samsung/Sony Smart TV, Blu-Ray, Apple TV)	Video: TV (live and time shifted), PC/Mac, Smartphones, Tablets, Connected Devices (Game Consoles, Roku, AppleTV, etc.), Audio: Radio OTA, Streaming, Text/Display: PC/Mac, Smartphones, Tablets;Conencted Devices. Nielsen Portable People Meter 70K Ind, In Testing for Local/National TV. Mobile.
Data Sources	Nielsen PPM for TV & Radio (48 markets); STB Data for TV; Desktop, Smartphone and Tablet meters; CS tags & mobile SDKs, Link Meter, multiple third-party demographic providers.	NPM panel; Single-source panel (TV, PC/Mac, expanding to Smartphones & Tablets); Nielsen PPM for TV & Radio (48 markets); Nielsen & Adobe tags & PC/Mobile Browser& App SDKs; FB; Experian; Expanding panel of NPM homes and NPM-computer homes with mobile users
Sample / Panel Profile and Size	5-Platform Single Source Calibration Panel (2.5k persons); Desktop Panel, Smartphone Panel, Tablet Panel; Nielsen Audio TV-Radio Panel (70K persons); 5M STB. Hybrid panel/census; STB & tags for volumetrics; Panel and third-party sourced demos; Digital 1M persons	3 Platform Single Source Calibration Panel (10k HH/28K Persons) Mobile in Progress; National People Meter Sample (Installed 38K HH/99K Persons after Expansions Complete in 2015); Nielsen Audio TV Radio Panel - 70K Persons; Facebook180M; SDK/Tags for Volumetrics, Hybrid for digital; Panel for TV.
Metrics Offered	HH, Demographics, Content and Ad Ratings, Unduplicated Reach, Minutes, Frequency, Impressions, GRP/TRP.	Reach, Avg Frequency, GRP, Avg Time Spent Viewing, Avg Minute Audience by Demos, C3/C7.
Data Integration & Validation	Single Source Panels to directly observe duplication combined with modeling	Accredited TV & Radio (48 markets) Panels; panels to calibrate Data Enrichment Providers for attribution errors as well as coverage gaps
STB data included?	Yes	No
Out of Home?	Yes for TV and Digital	In Testing for Local/National TV; Yes for Digital
Ad vs Program measured separately?	Yes.	Linear Content and Ads measured together (C3/C7); Ad mins and program minutes available separately. Yes for Digital Distribution.
Individual or HH	Individual demo panels, multiple third-party sources; HH on custom basis	Individual & HH demos from NPM panel
Unduped RF. Indiv/HH	Yes. Individual + HH on custom basis	Yes within TV C3/C7 and Digital, some modeling & projection. Indiv