

<b>Panel / Hybrid Type</b>	Hybrid (Census + Panel) across TV, Computers, Smartphones, Tablets, OTT; Panel for TV/Radio	Probability Designed TV Panel, represents all cross sections of TV Universe; Calibrated/Hybrid (Census + Panel) for Desktops, Smartphones, Tablets, OTT;	Panelists with Smartphone or Tablet Ownership
<b>Sample / Panel Size</b>	<u>Digital Panel</u> : 1M incl. Mobile; <u>VOD</u> : 120M (census); <u>TV</u> : 22M+ HH STB; 40K HH, 70K Inds Panel (Radio also) - Represents 48 of the Top Radio Markets <u>Digital Demos</u> : Partner network <u>Cross-Platform</u> : 10M TV-Digital Inds	<u>TV Panel</u> : 42K HH+, 110K Persons +, 2+; 11k XP HH; Represents TV Universe & US Census <u>Digital Panel</u> : 200K Persons+ <u>Digital Demo Provider (FB)</u> : 180M Persons in US	17.5K Panel, Recruited online; Weighted to represent 18+ population
<b>Source of Usage / User Data</b>	Digital Panel (users & usage) + Tags/Server-Side/Adobe tags (usage); STB/VOD data (usage) + Router Meter (usage) for connected devices + census level match with third party providers (users) + TV/Radio Panel (users) for watermarked content	TV panel (users & usage across TV Glass Screen for watermarked content); Digital Panel (digital users); Nielsen & Adobe tags & PC/Mobile Browser & App SDKs (digital usage); FB; Experian (digital users)	Mobile meter app with ACR captures linear and non-linear, SVOD viewership on TV and connected devices. Mobile meter also captures mobile app usage and geolocation. Digital tags are used to capture video viewership on Mobile, Tablet and PC
<b>Media Measured</b>	Linear Live/Time-Shifted TV; MVPD VOD; Digital Video / Text across PC, Mobile & Connected-TV; Ad-Sup SVOD; FB Instant Articles; Radio; Mobile Video, Apps & Browser	Linear Live/Time-Shifted TV; VOD/SVOD content (MVPD and Connected TV –OTT & Game Console Devices); Digital Video, Digital Text; Mobile apps with SDK; Mobile Browser, Computer Browser	Linear Live/Time-Shifted TV; MVPD VOD; SVOD, Digital video across PC, mobile and apps
<b>De-dupe Methods</b>	10M Person TV-Digital Observed Overlap; Observed sets across each and every platform: Linear/ Time-shifted/ VOD/ PC/ Smartphone/ Tablet/ Connected-TV	Persons Single Source built from the universe for de-duplicating behaviors against 100K+ person panel, with matching census level digital exposure from third party data providers	Single source panel, so all usage reported at individual, de-duped level
<b>OOH?</b>	Yes for Both TV and Digital	In test for TV; Yes for Digital	Yes for both TV and Digital (OOH breakouts are not included in syndicated product and are offered on a custom basis)
<b>Metrics</b>	Weekly and Monthly Unduplicated Reach and Ratings for Content and Ads; Overlap, Incremental Audiences. Advanced Demos	Persons' Avg Audience Ratings down to asset or Episode, Unique Audience Average Frequency, Average Time Spent, Total Time Spent, GRPs	Program/Episode level ratings, unduplicated reach (LSD, L3-L35)