

# comScore Single Source Cross-Platform Measurement Study



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CIMM Cross Platform Media Measurement Summit

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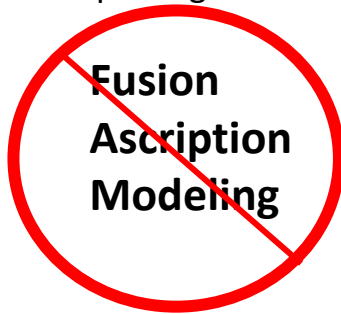
# Single Source Methodology:

## The Good, The Bad, and The Ugly

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### THE GOOD

- Media behavior on all devices is collected from the **SAME** respondent
- Allows reporting of *true simultaneous device use*



### THE BAD

- Requires an Opt-in panel
- Response Bias
  - Not everyone willing to participate
- Labor Intensive
  - Panel recruitment
  - Device registration
  - Panel maintenance

### THE UGLY

- **Very** Expensive
  - Incentives
  - Panel Maintenance
- May Be **Impossible to Scale** Large Enough To Measure All Platforms

# Methodology: The Panel

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- 317 Panelists
- “Tech-Forward”
  - All Owned
    - TV
    - PC/Laptops
    - Tablets,
    - Smartphones
- “Olympic Enthusiasts”
  - Intended to watch the Sochi Games *“Every chance they got”* or *“Regularly”*

# Methodology: The Measurement

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## Television

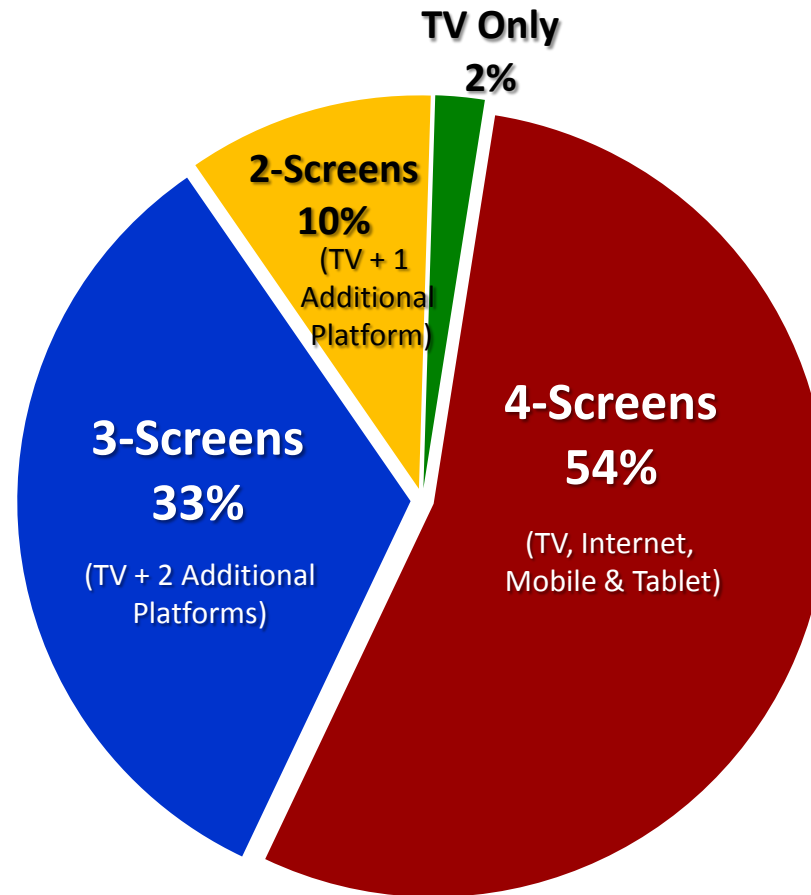
- ***Continuous, passive Set Top Box*** measurement
- Demos collected with E-diaries

## Digital

- ***Continuous, passive*** electronic measurement of PC/Laptops, Smartphones, and Tablets
  - *nbcolympics.com*
  - *Live-Extra* App
  - *Highlights & Results* App

# comScore Panel: Screen Profile

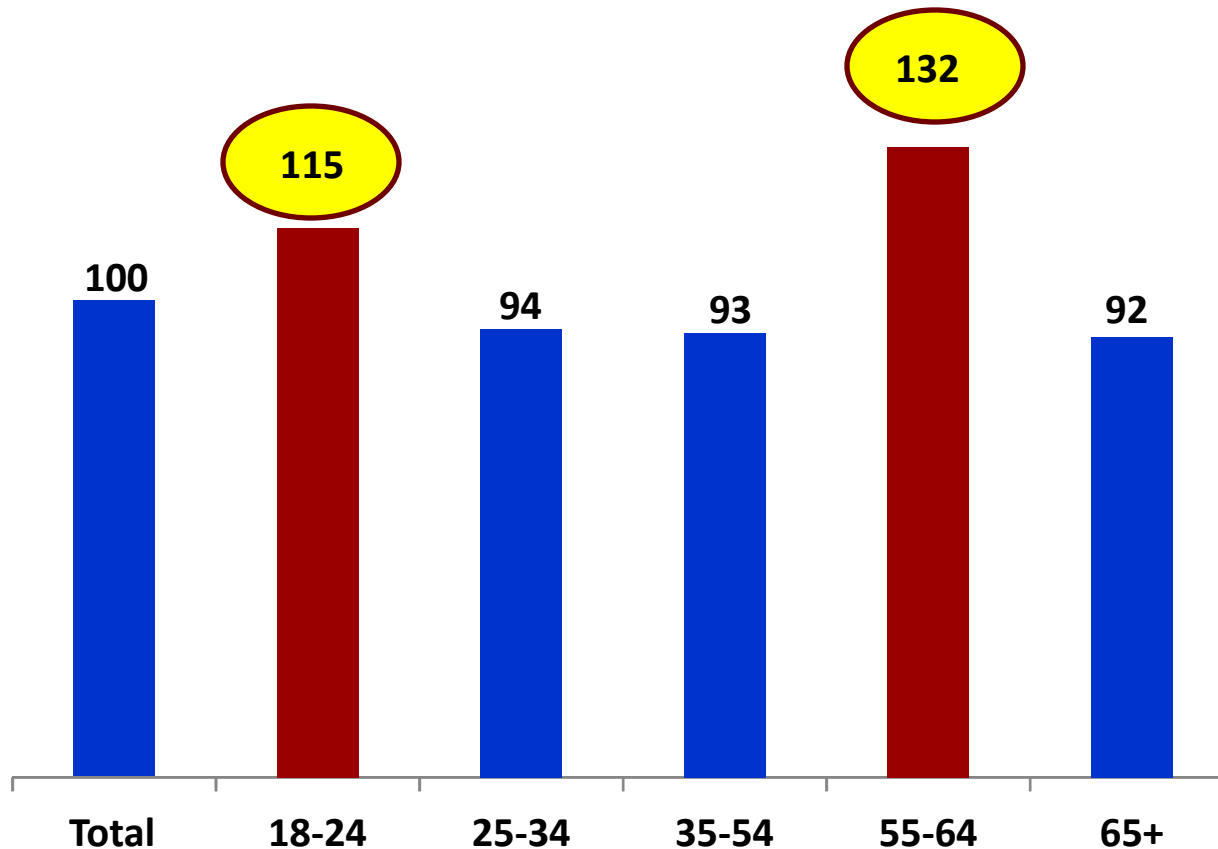
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# Average Time Spent Per Person/Per Day

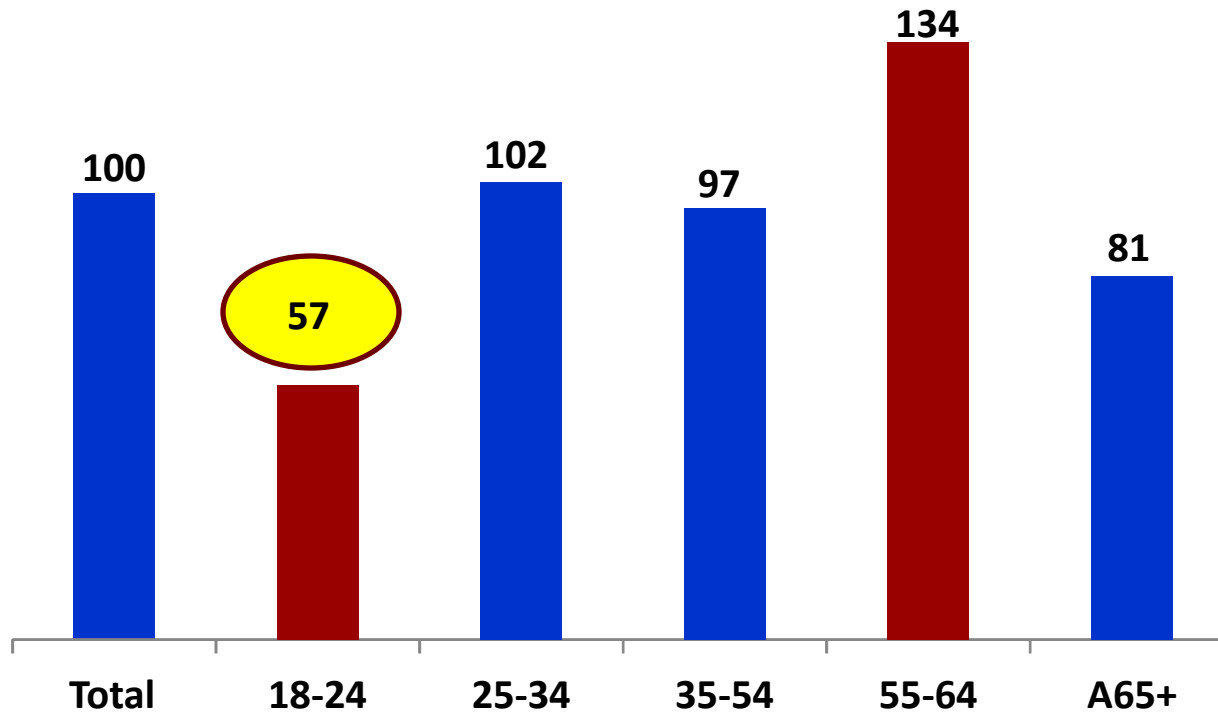
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All Platforms  
(TV, PC/Laptop, Smartphone, Tablet)  
(Indexed to Total)



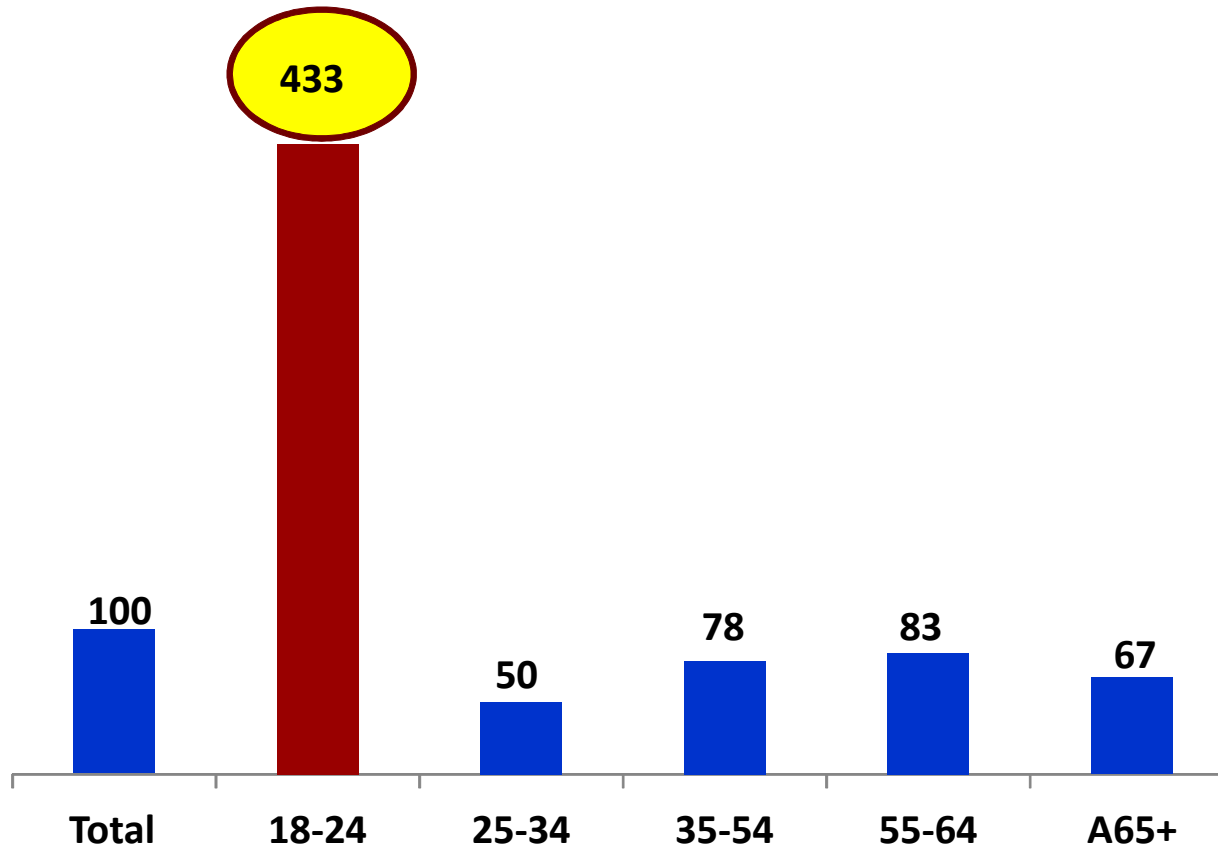
# TV: Average Time Spent

Per Person/Day  
(indexed to total)



# Smartphone: Average Time Spent

Per Person/Day  
(indexed to total)

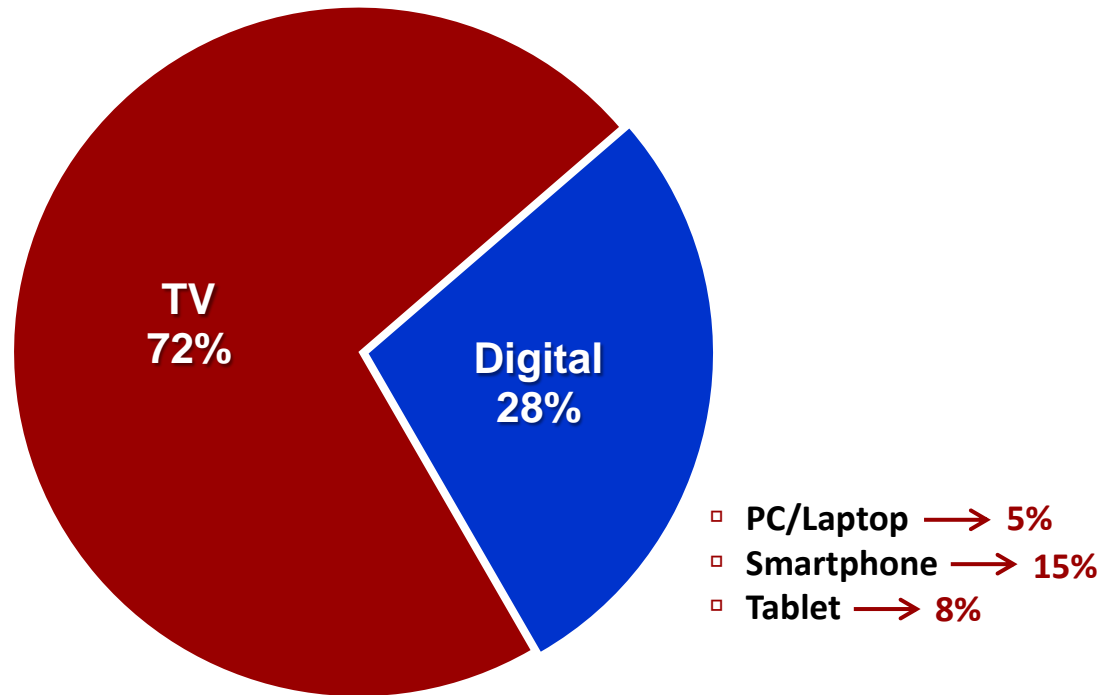




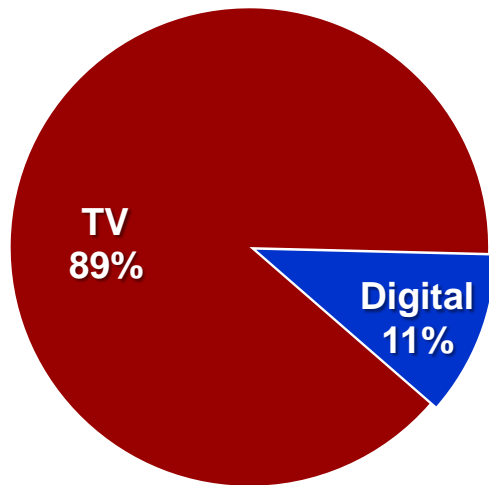
# TV is Still King...

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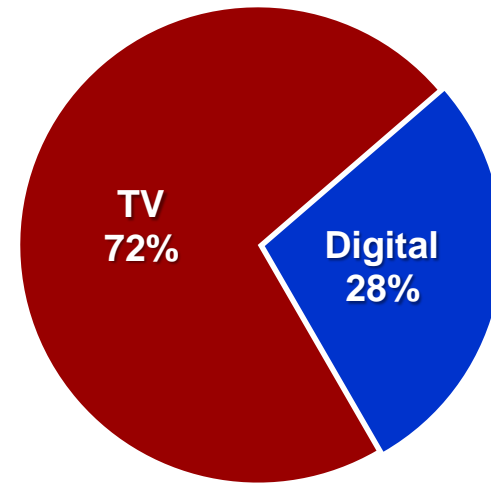
## Time Spent



# Time Spent: **Total Day** Sochi vs London



- PC/Laptop → 4%
- Smartphone → 5%
- Tablet → 2%

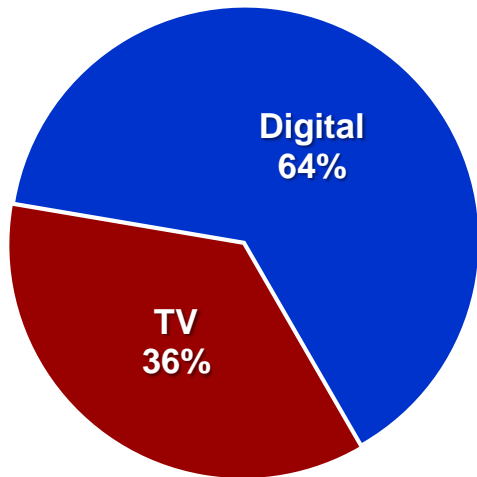


- PC/Laptop → 5%
- Smartphone → 15%
- Tablet → 8%

# Time Spent: Total Day By Age

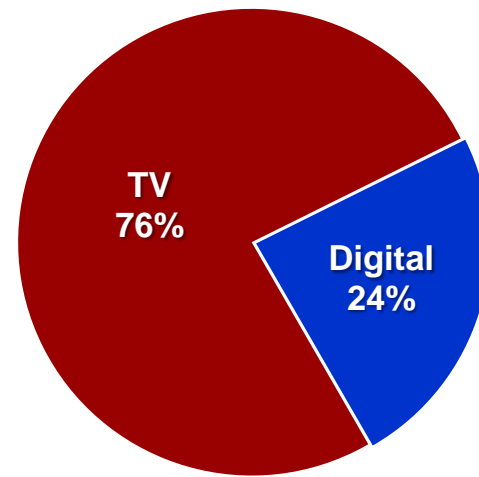
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18-24



- PC/Laptop → 2%
- Smartphone → 57%
- Tablet → 5%

25+



- PC/Laptop → 6%
- Smartphone → 10%
- Tablet → 8%

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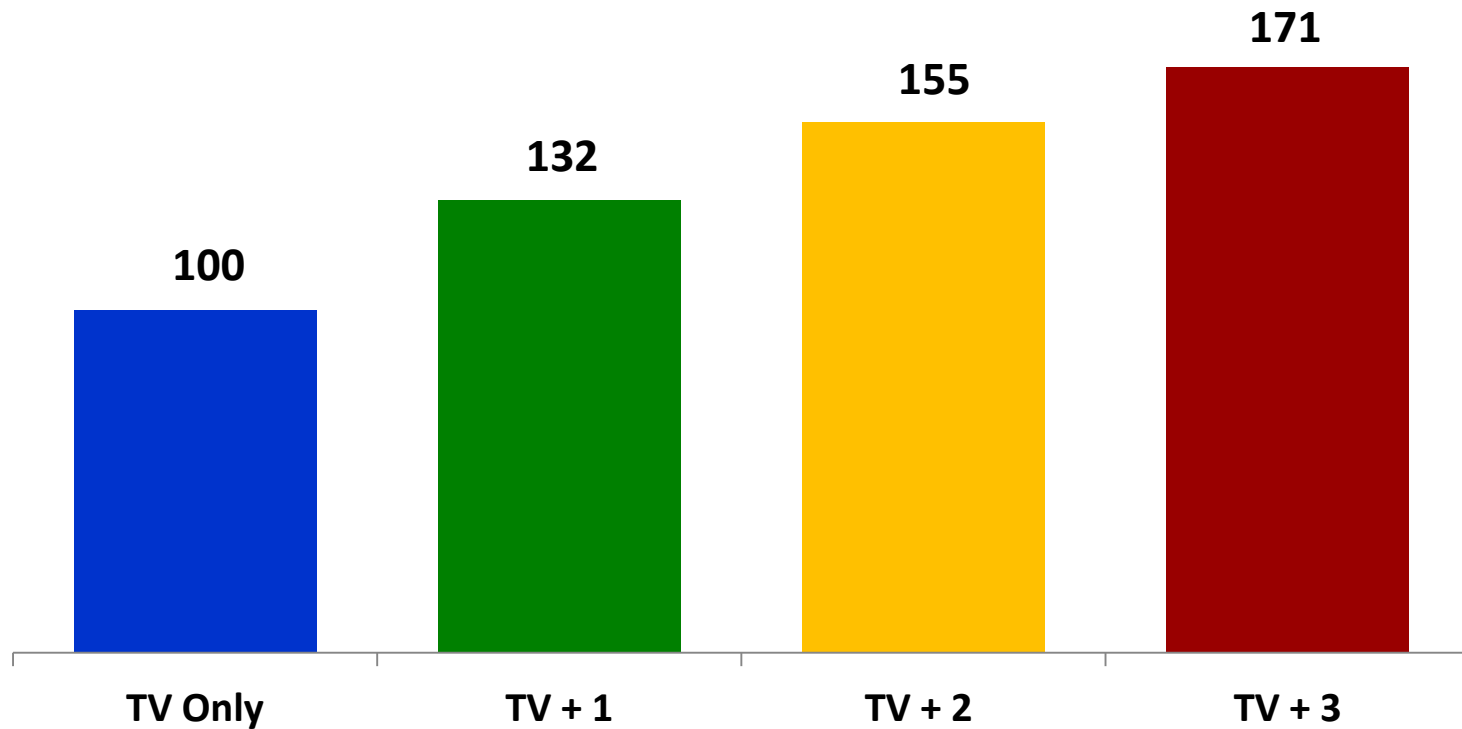
# Simultaneous Viewing

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# More Screens = More Time Spent

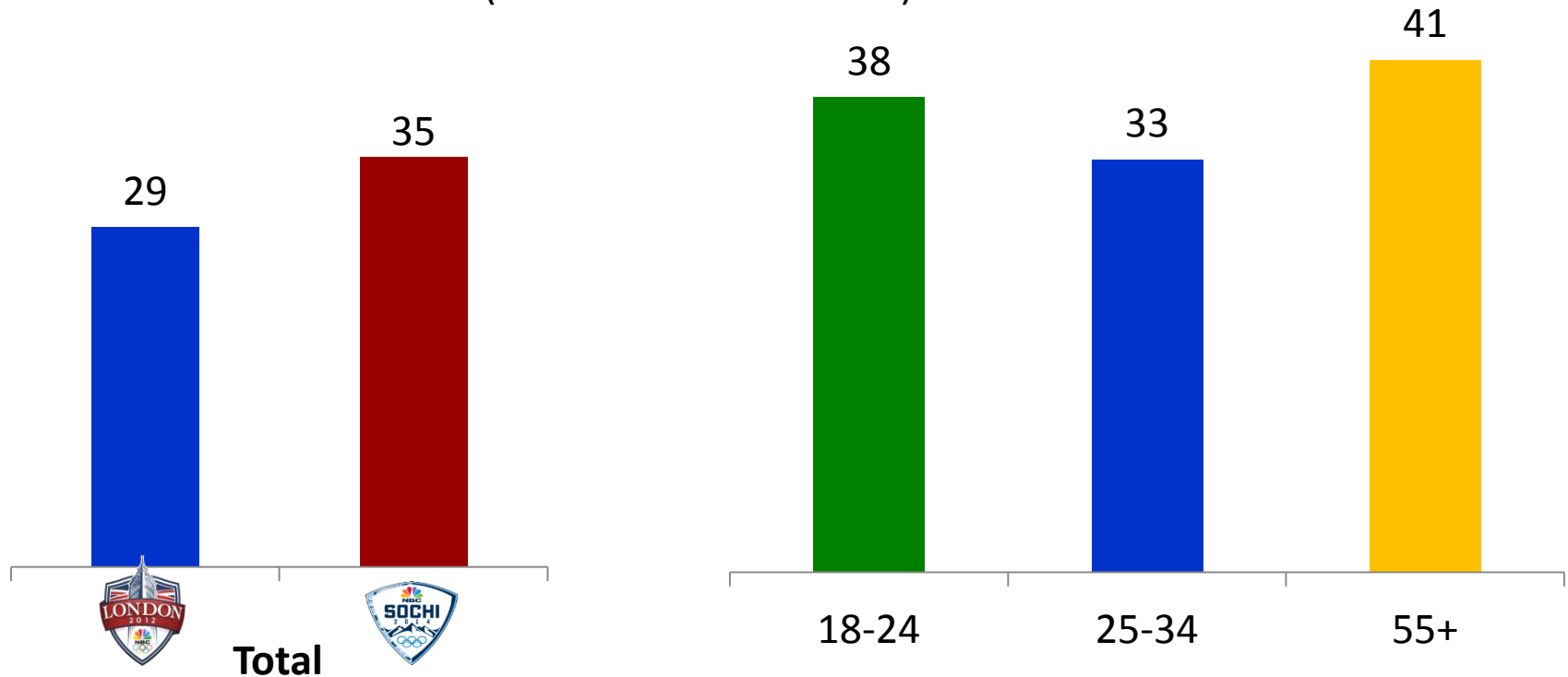
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**Average Time Spent Per Day**  
*(Indexed TV-Only)*



# Simultaneous Viewing

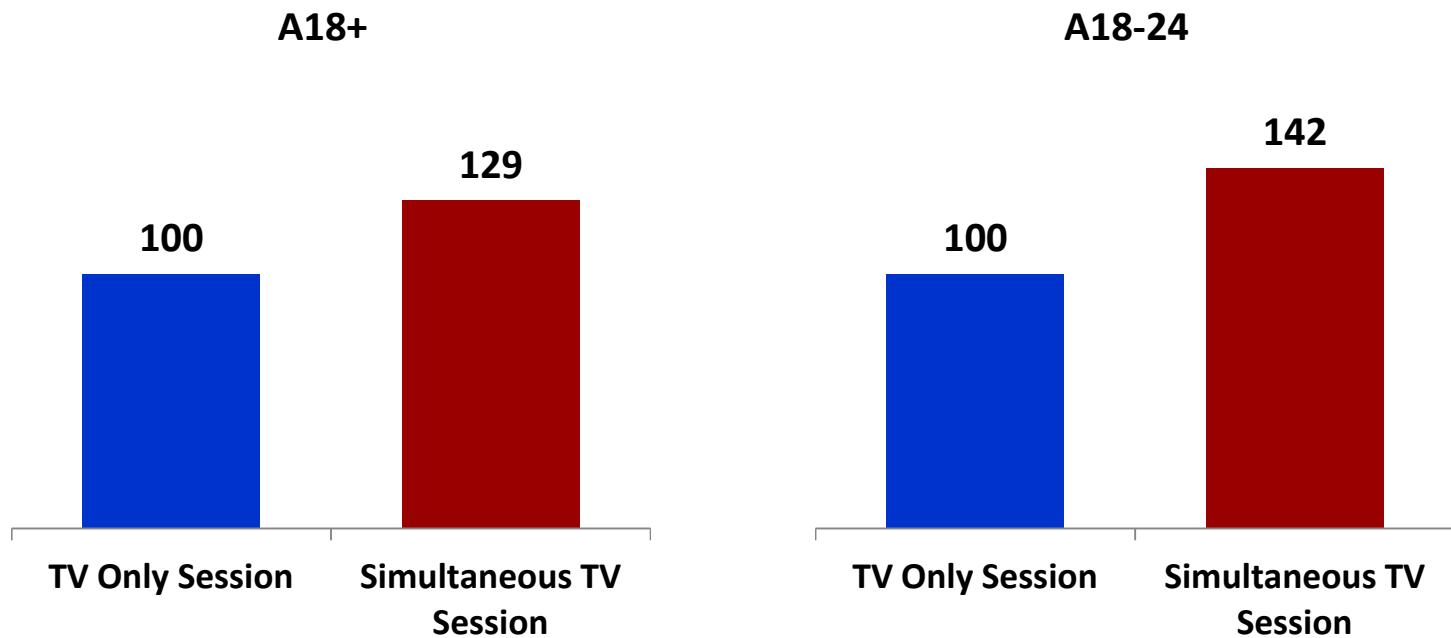
(Percent of all Panelists)



Among those who followed the games on more than one screen **over 1/3<sup>rd</sup>** of *time spent* watching Olympics on TV was accompanied by use of another device at same time.

# Simultaneous Viewing: Length of TV Viewing

(Indexed to *TV Only* Session)



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**Digital Streaming and  
Linear TV Viewing:  
Enhance or Cannibalize?**

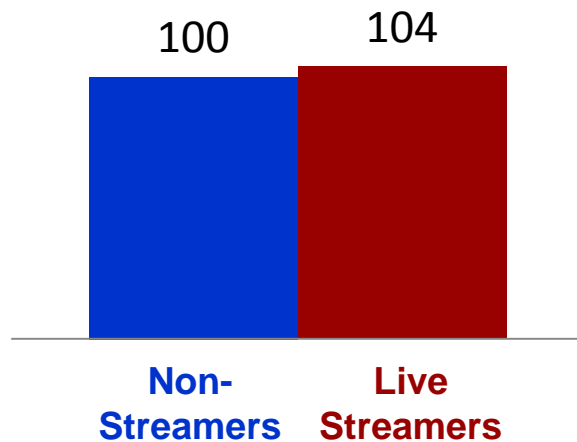
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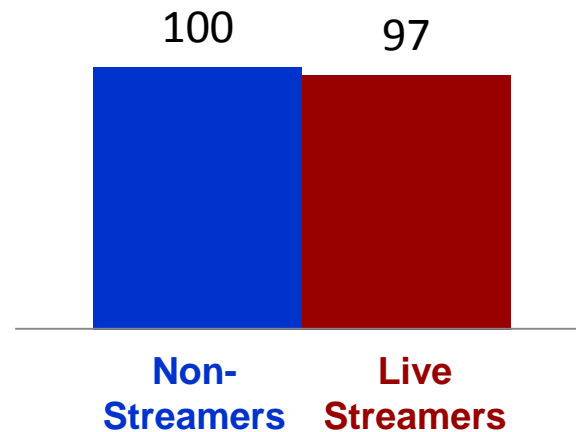
# Live Digital Streamers: **Impact on TV Prime**

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**Percent Panelists Who Viewed Olympics on TV in Prime**



**Average Time Spent Watching Olympics on TV in Prime**



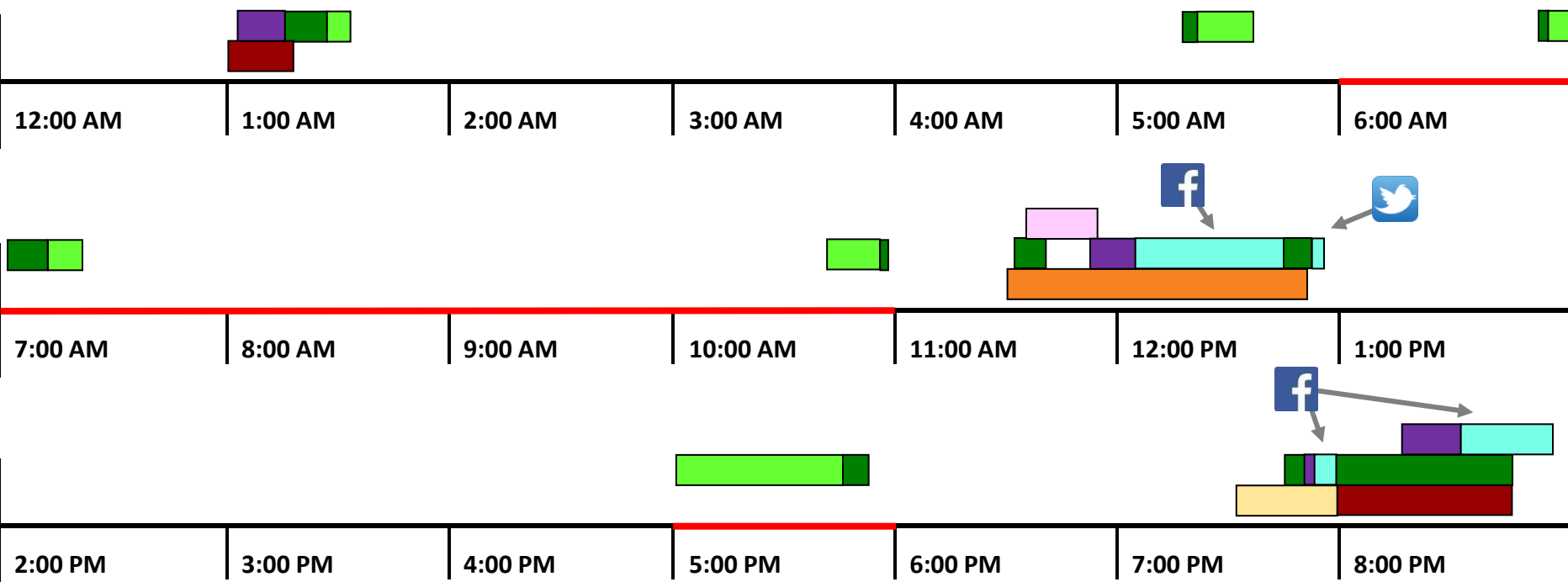
# A Day In The Life Of An Olympic Fan

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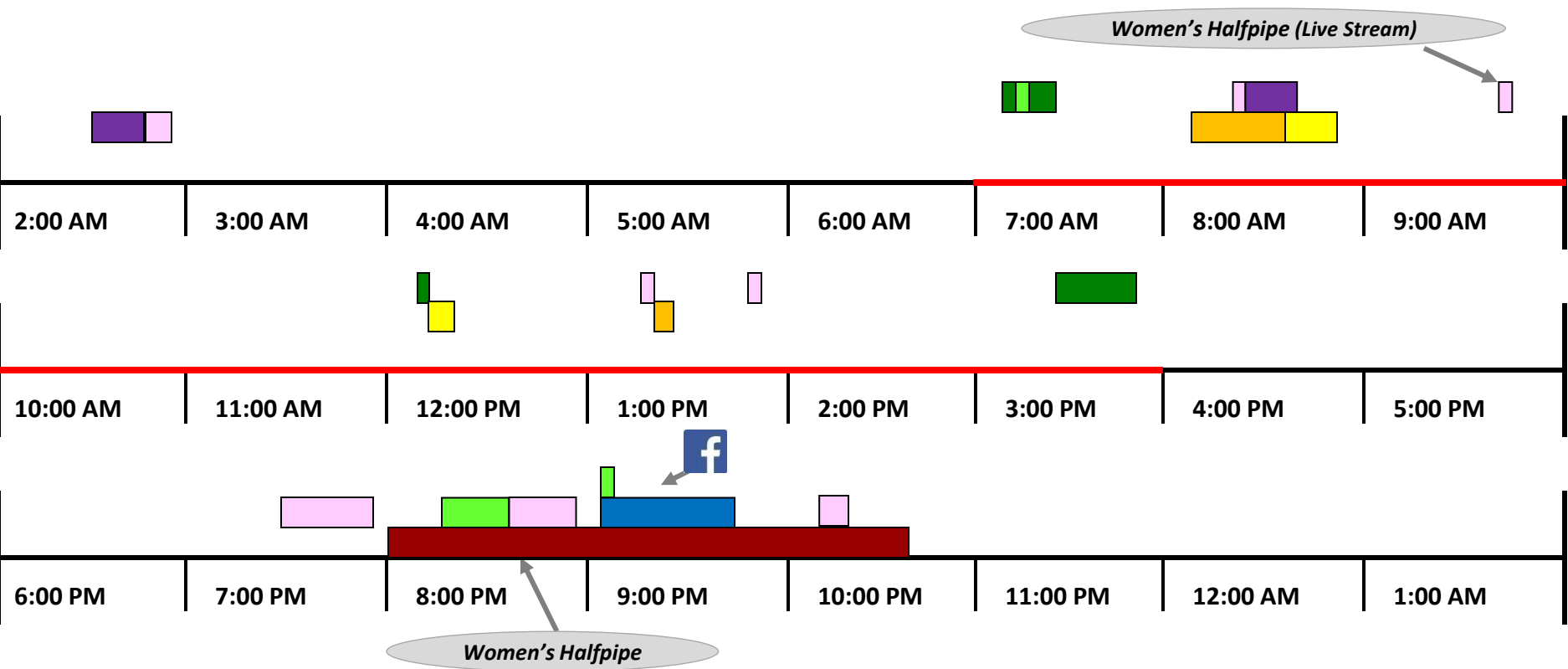
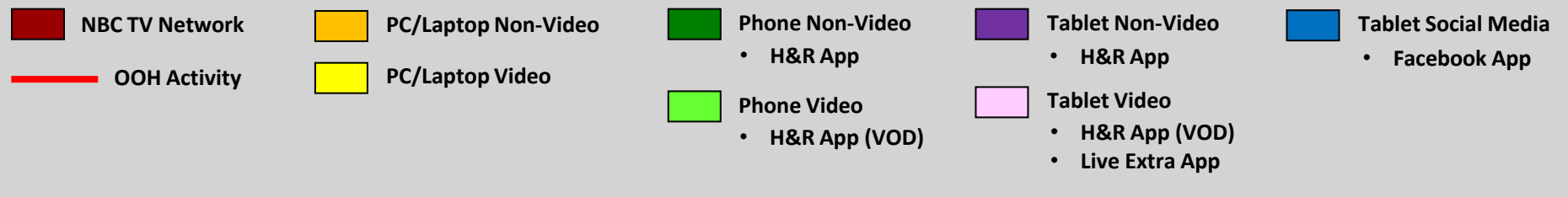
# Male Teenager (18), Orlando

Thursday 2/20/14



# Working Mom (46), Fresno

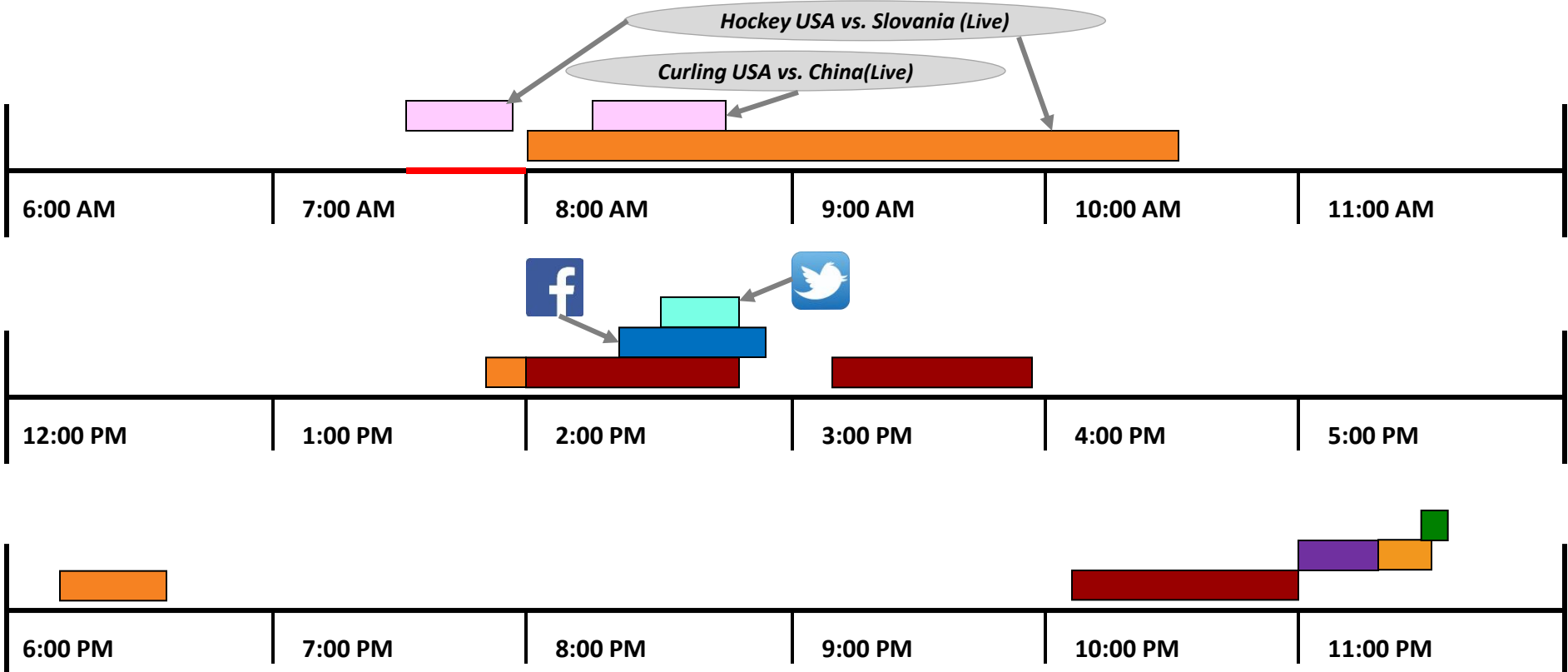
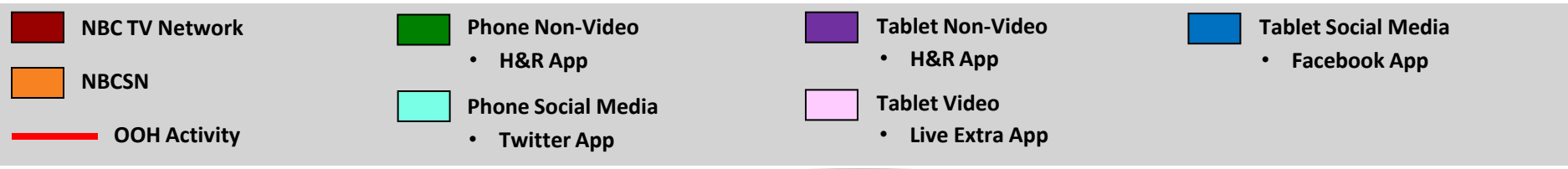
## Wednesday 2/12/14



4/10 5pm

# Male Alpha Boomer (66), Greenville, SC

Sunday 2/16/14



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**834 Days To**



**Rio2016**

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