



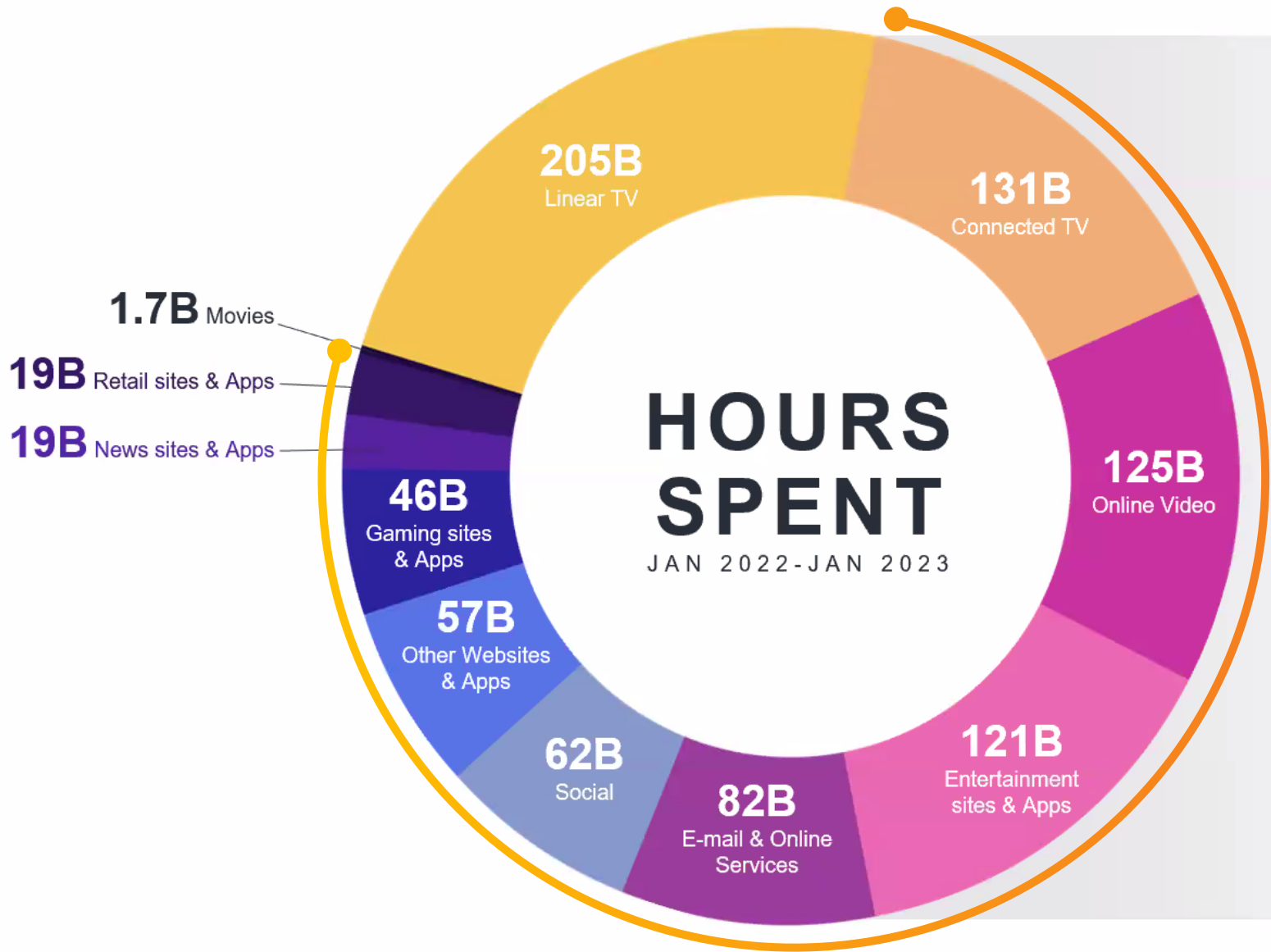
OVERVIEW

Comscore MyMetrix – Enhanced by UDM 2.0

NOVEMBER 2023



DIGITAL PLATFORMS DOMINATE ENTERTAINMENT CONSUMPTION TRENDS



Consumers are spending a significant amount of time on digital platforms for entertainment and communications, indicating a preference for convenience and personalized experiences in an ever-evolving and always on consumer landscape.

THE INDUSTRY IS SHIFTING TO CROSS-PLATFORM... AND PUBLISHERS & MEASUREMENT PROVIDERS MUST EVOLVE

The upcoming deprecation of 3rd Party cookies means that measurement providers must innovate and evolve to support publishers and advertisers on this journey.

1 Advertisers are demanding **deduplicated cross-platform measurement across all screens** – at the audience level



2 Regulations & the changing digital landscape requires a **new approach** to measurement that is designed with privacy in-mind.

Our priority is to help our publisher partners address advertiser needs in a precise and privacy-safe way in the cross-platform landscape.



Our granular **cross-platform dataset** enables us to measure & validate true deduplicated reach — **beyond basic demographics** to audience interests, attitudes, & behaviors.



Our Unified Digital Measurement 2.0 methodology leverages over a decade of research to provide deduplicated audience measurement with a methodology that enhances privacy.

ONE AUDIENCE-CENTRIC CROSS-PLATFORM SOLUTION

Our granular & massive dataset empowers advertisers & publishers to optimize plans to maximize audience reach.

Measure accurate incrementality & ROI across all screens with precision – beyond just age + gender. Get in-flight, cross platform campaign insights with **Comscore Campaign Ratings**. Understand how the campaign is moving the needle with your audience across key marketing funnel metrics with our **Brand Survey Lifts**.



Insights that help you understand your audience's interests, attitudes, and behaviors across screens and how various touchpoints impact the holistic **Consumer Journey**

Activate that custom audience target media plan with our made-for-programmatic **Proximic** tool – to drive optional reach & engagement on Digital, CTV, & Social

Plan cross-platform activation plans that will *go beyond demographics* – to interests, attitudes, & behaviors – to reach any target audience with **Comscore TV, CTVi, Social, & Digital Media Metrix**.

Optimized Costs for Advertisers & **CPMs** for Publishers across platforms

We provide the most **granular audience view across platforms and markets** to identify opportunities for plan optimization

MASSIVE CROSS-PLATFORM SCALE MEETS GRANULAR AUDIENCE PRECISION



181M
DESKTOP SCREENS



246M
PHONES / TABLETS



20M+
SOCIAL BRANDS/PUBLISHERS



158M
CONNECTED TV SCREENS



75M+
TV SCREENS

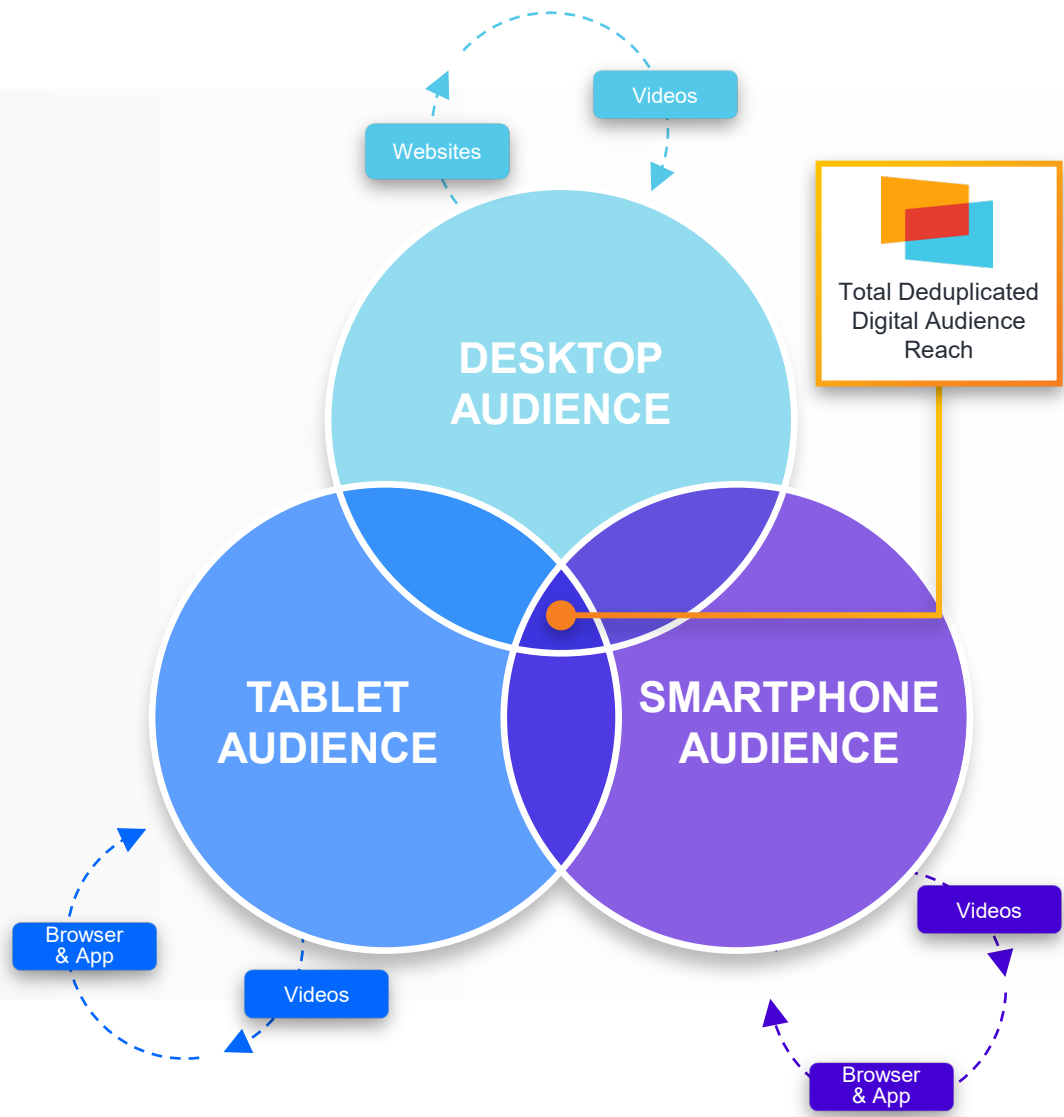
OUR ROBUST METHODOLOGY DEDUPLICATES ACROSS ALL FORMATS, PLATFORMS, & DEVICES TO REPORT ON A TOTAL AUDIENCE VIEW

Comscore was built on the foundation that every screen and person counts

Our methodology is powered by our massive digital scale: We collect over 2T+ digital events monthly

Which is deduplicated using our panel: We measure 2MM panelists globally which allows us to assign demographics & more to this traffic

This allows us to report deduplicated metrics – because **driving total reach is what matters** for both publishers and advertisers



OUR MYMETRIX DIGITAL AUDIENCE MEASUREMENT SUITE WILL EVOLVE WITH THE LANDSCAPE TO FUTURE-PROOF DIGITAL MEASUREMENT & PLANNING – DESIGNED WITH PRIVACY IN-MIND.

LIMITLESS MAGNITUDE; PRECISE VISION



181M

DESKTOP SCREENS



246M

PHONES / TABLETS

MyMetrix®

Comscore's Flagship MyMetrix suite connects consumer demographics, interests, and behaviors with their online media consumption – across desktop & mobile **and** across total digital.

- **Benchmark** platform overlaps and engagement with competitors by comparing multi-platform consumption against category averages.
- **Show the true scale of your reach** to advertisers by quantifying your unique unduplicated digital audience across all devices.
- **Tailor content offerings or highlight advertising propositions** for individual or combined platforms by using demographic splits and engagement metrics.



1st Party Data through Tagging is **MISSION critical** for:

- ✓ Ensuring we are reporting at the FULL granularity you currently receive from MyMetrix
 - ✓ If 1st party data is not passed through the tags, your reported entities will be shown as PANEL ONLY or potentially risk not being reportable due to Minimum Panelist Visitation Requirements
- ✓ Ensuring that we are partnering to future-proof for the cookieless future in 2024

HOW DO WE MEASURE DIGITAL AUDIENCES TODAY?



FIRST-PARTY DATA WITH
THIRD-PARTY IDS

HOW WILL WE MEASURE DIGITAL AUDIENCES GOING FORWARD?

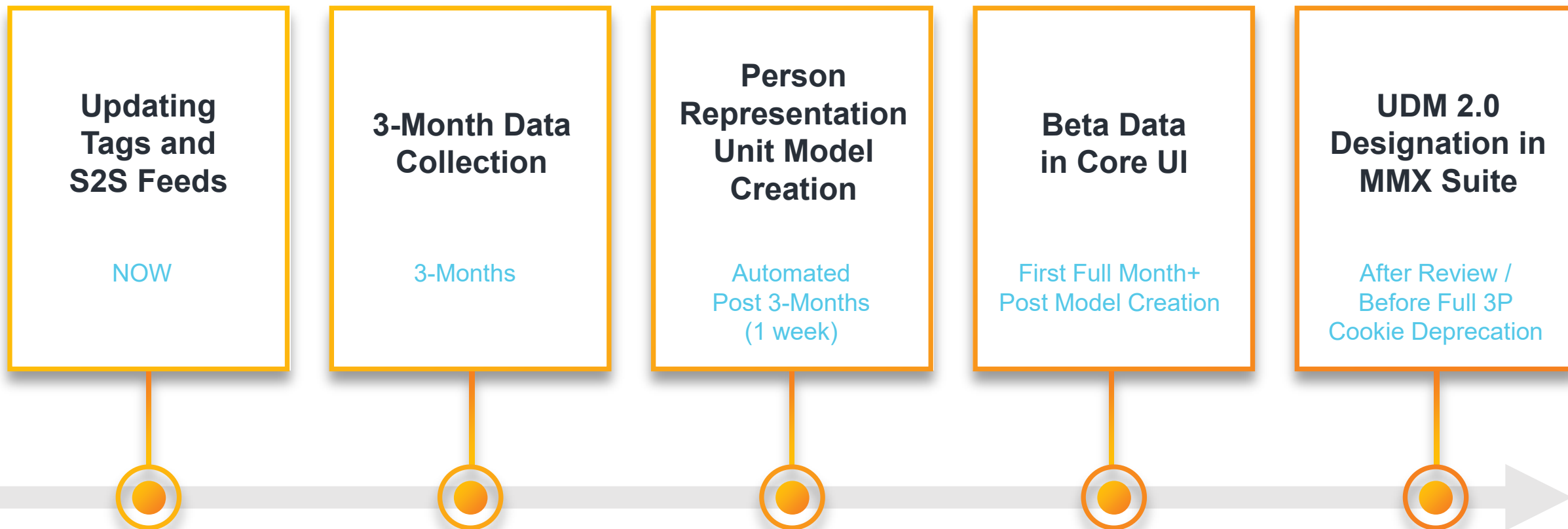
INTRODUCING UDM 2.0, DESIGNED WITH FOR MEASURING DIGITAL TRAFFIC IN A WORLD WITHOUT THIRD-PARTY SIGNALS...



FIRST-PARTY DATA WITH
FIRST-PARTY IDS
AND USER DEMOGRAPHICS

UDM 2.0 PARTICIPATION TIMELINE

Because Chrome plans to begin to deprecating 3P-cookies on 1% of browsers starting in January 2024, we recommend that clients update their integrations (tagged, S2S) with Comscore before the end of the year.



We Offer 2 Ways for Publishers to Pass Along 1st Party Data

1

UPDATE TAGS TO INCLUDE NEW PARAMETERS:

- First Party IDs
 - 1P IDs - **Ex.** hashed emails, hashed visitor IDs, subscriber IDs
 - 3P publisher specific IDs -**Ex.** UID 2.0, LiveRamp ATS, ID5
- User Demographics (Optional)

2

1ST PARTY COOKIE ENABLEMENT IN EXISTING COMSCORE TAGS:

- Our comprehensive tagging guides detail how to set “enableFirstPartyCookie” to “true”
- You should make sure that in addition to updating the tag, you also work with your privacy team to update privacy notices as needed.



Thank You!

