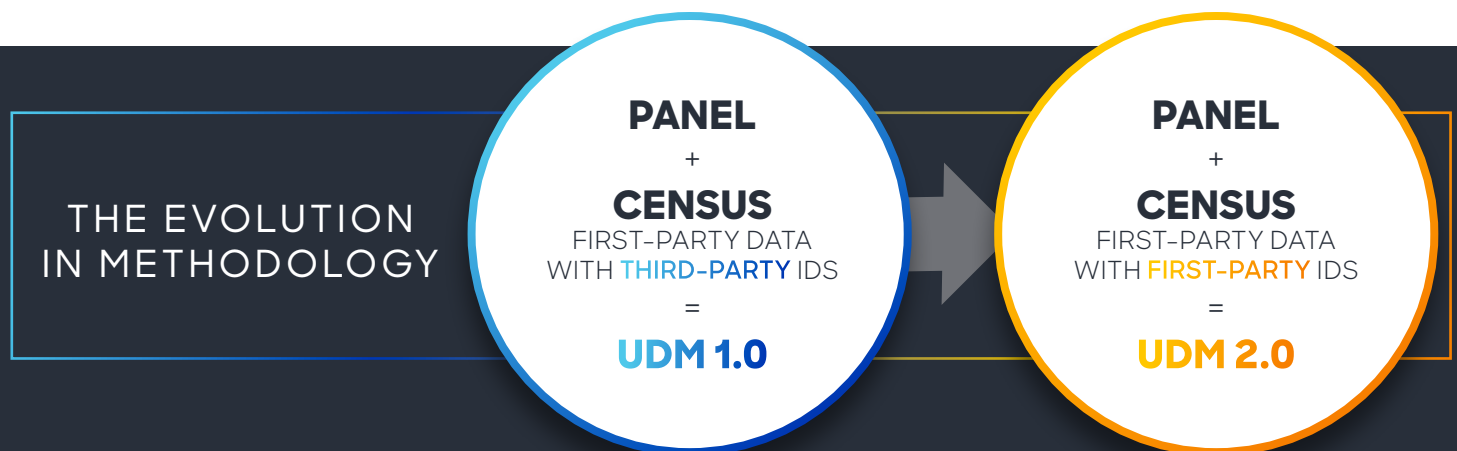


Comscore MyMetrix Unified Digital Measurement 2.0

Enhancing our flagship MyMetrix digital audience measurement suite to enable the data of the future, today.

Comscore is now introducing **Unified Digital Measurement 2.0**, the next generation of our Unified Digital Measurement (UDM), which will be powered by a new enhanced methodology that utilizes First-Party IDs from publishers in place of Third-Party signals. This enhancement to our MyMetrix suite will ensure that publishers and marketers can continue to measure and report on audiences with the same granularity and precision that they have come to expect from Comscore, in a future-proof manner amidst digital media landscape changes.

This next iteration of our trusted Unified Digital Measurement builds on Comscore's methodology, which has helped unify measurement across digital screens at the person-level in our audience measurement and planning products, such as Comscore MMX Multi-Platform, and campaign measurement solutions, such as Comscore Campaign Ratings.



PARTNERING WITH COMSCORE

Preparing for UDM 2.0: Your First-Party Data Options

Important note: This change will **not** be reflected in your current measurement reporting, but instead enter you into a private BETA view to see the impacts of data collection and processing.

To get started, view updated tagging implementation guides [here](#) and talk to your client insights/account leads.

WE OFFER 2 WAYS FOR PUBLISHERS TO PASS ALONG 1ST PARTY DATA

1 UPDATE TAGS TO INCLUDE NEW PARAMETERS:

- First-Party IDs - e.g., hashed emails, hashed visitor IDs, subscriber IDs
- Third-Party publisher specific IDs - e.g., UID 2.0, LiveRamp ATS, ID5
- User Demographics (Optional)

2 FIRST-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.

ENHANCE YOUR MEASUREMENT & DRIVE MORE REVENUE WITH PRIVACY-FIRST MINDSET FROM THE LEADERS IN DIGITAL AUDIENCE MEASUREMENT

MyMetrix

Comscore’s 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.

First-Party Data through Tagging is mission critical for:

Ensuring we are reporting at the FULL granularity you currently receive from MyMetrix

- If First-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



NUMBERS AS OF FEBRUARY 2023

Get ready today for the digital media landscape changes ahead

To learn more and set up a briefing with your team, get in touch at UDM2@comscore.com