



Proposed services for SPIR in Czech Republic

Unified Digital Measurement



Paul Goode, Head of Industry Relations
Renata Tagg, Director of Operations
Chiara Galli, Head of EU Client Service

Agenda

comScore Overview

Challenge of Digital Media Measurement

Methodology

Product Demos

comScore Overview

comScore is a Global Leader in Measuring the Digital World

NASDAQ

SCOR

Clients

1700+ worldwide

Employees

900+

Headquarters

Reston, VA

Global Coverage

**170+ countries under measurement;
43 markets reported**

Local Presence

32+ locations in 23 countries



User Analytics

Audience Measurement
Web Analytics
Vertical Market Solutions
Social Analytics

Advertising Analytics

Copy Testing
Campaign Verification
Ad Effectiveness
Cross Media

Mobile Analytics

Mobile Audience Measurement
Network Analytics & Optimization
Customer Experience
& Retention Management



Some of Our Largest Clients in Europe Include...

Media Owners / Advertisers

Agencies



SPiR Project Team

Local SPiR Team – currently interviewing

- **TBH – Czech Country Manager**
- **TBH – Czech Client Service Manager**
- **TBH – Czech Client Service Analyst (contract dependent)**
- **Nela Kovalcikova – Czech Categorisation Analyst**

International SPiR Project Team

- **Paul Goode – Head of Industry Relations (London)**
- **Renata Tagg – Operations Director (London)**
- **Chiara Galli – Head of Client Services (London)**
- **Delphine Renaud – European Senior Product Manager (London)**
- **Kalyan Lanka – International Product Director (US)**
- **Pat Pellegrini, Ph.D. – VP International Research (Canada)**
- **Mike Read – European MD (London)**

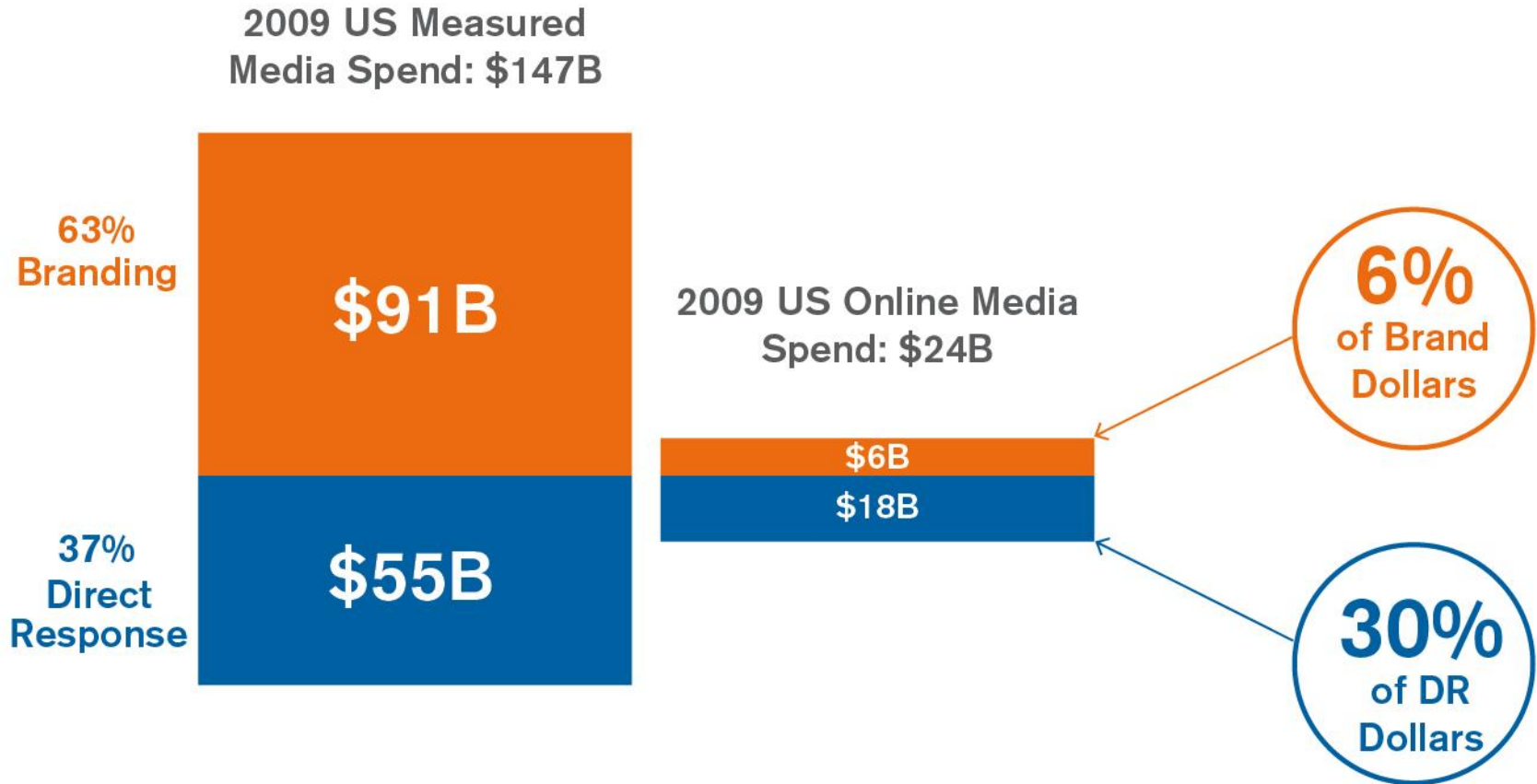
Challenges of Digital Media Measurement

A photograph of a bright blue sky with scattered white clouds. The clouds are more prominent on the right side of the frame, with a large, fluffy white cloud mass. The text is overlaid on the left side of the image.

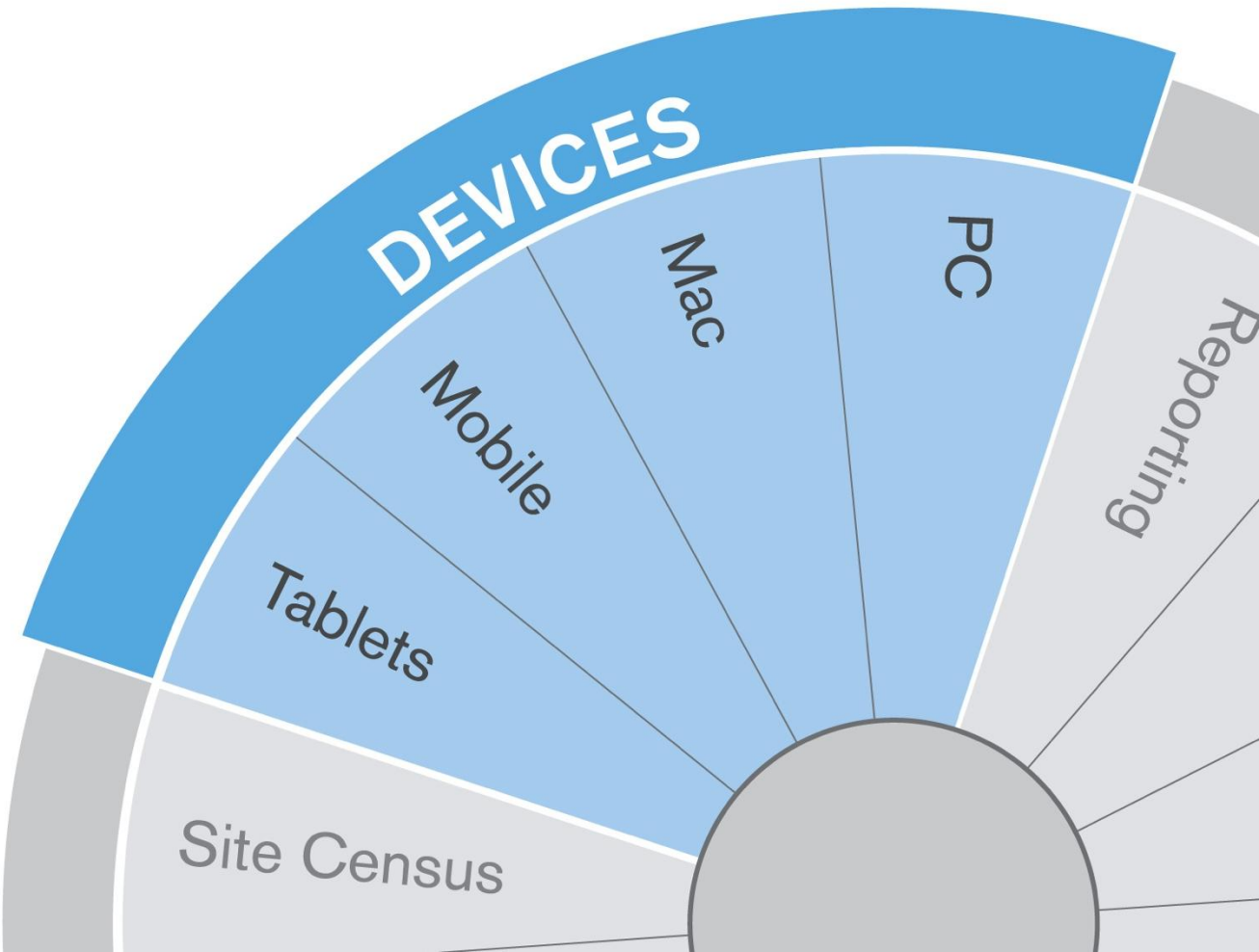
**what does the Czech media industry
want from measurement?**

**better data used more cleverly to grow
online advertising.**

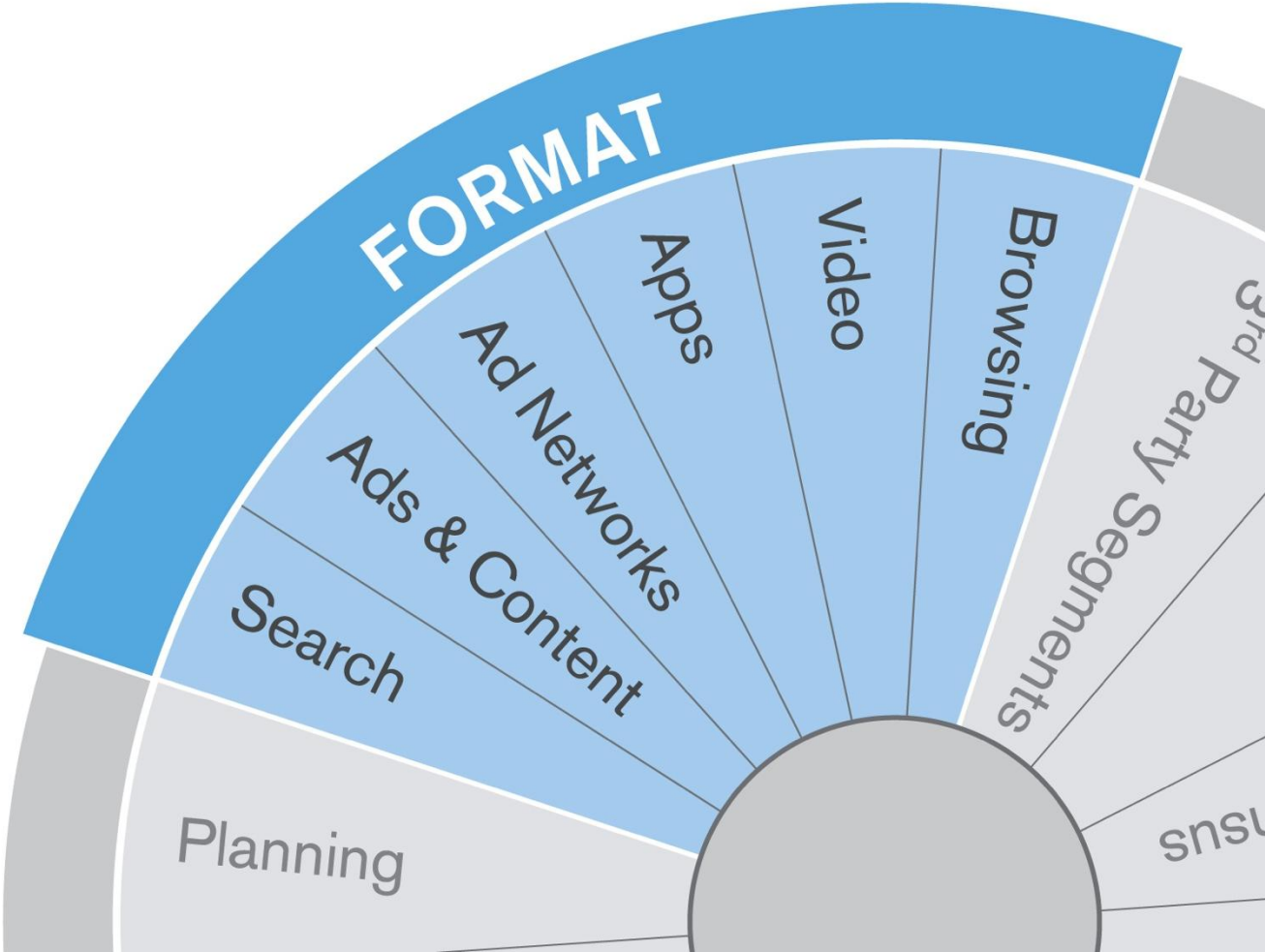
Internet is Lagging in Capturing Branding Dollars



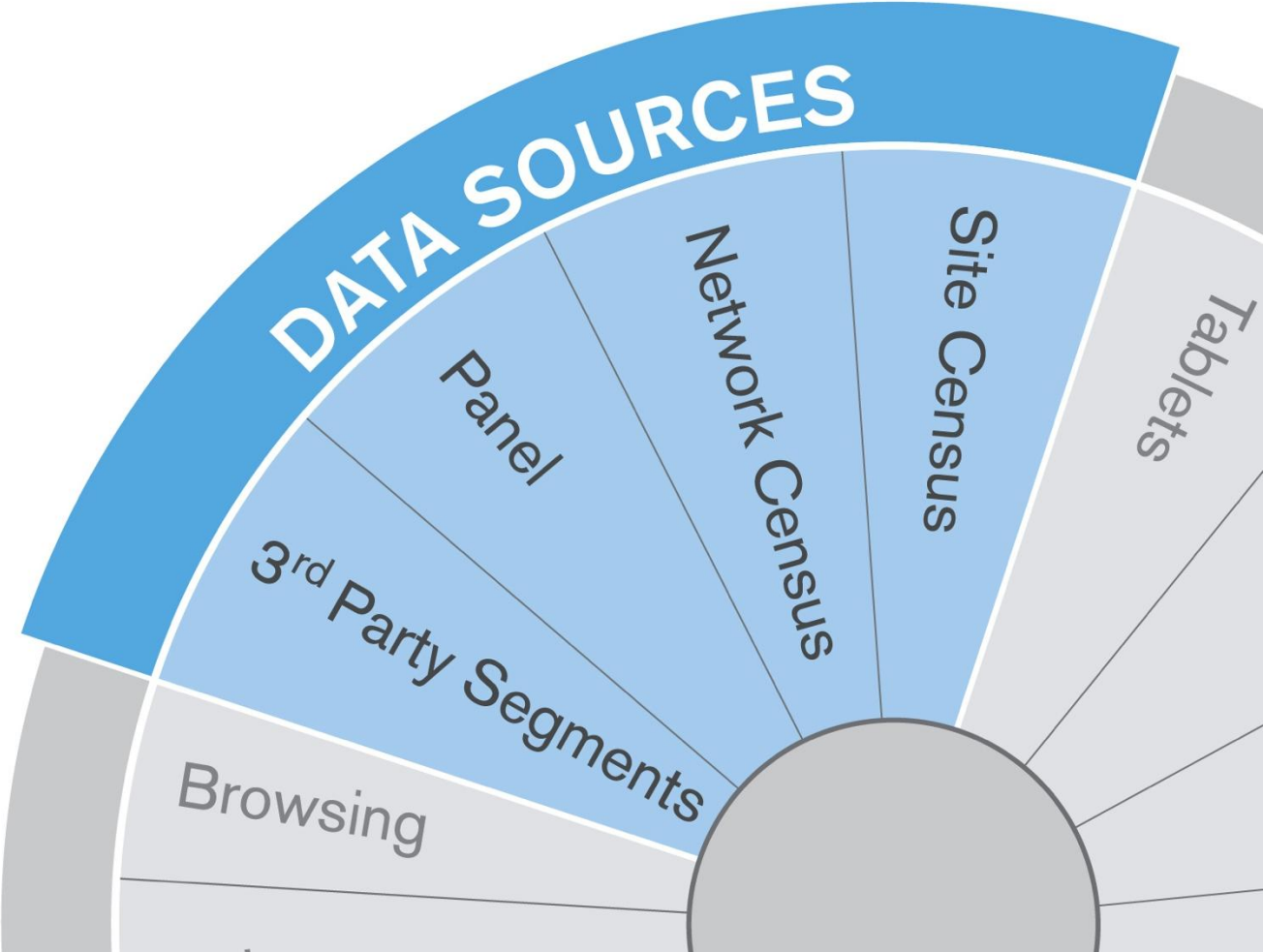
Challenge: Devices to be tracked



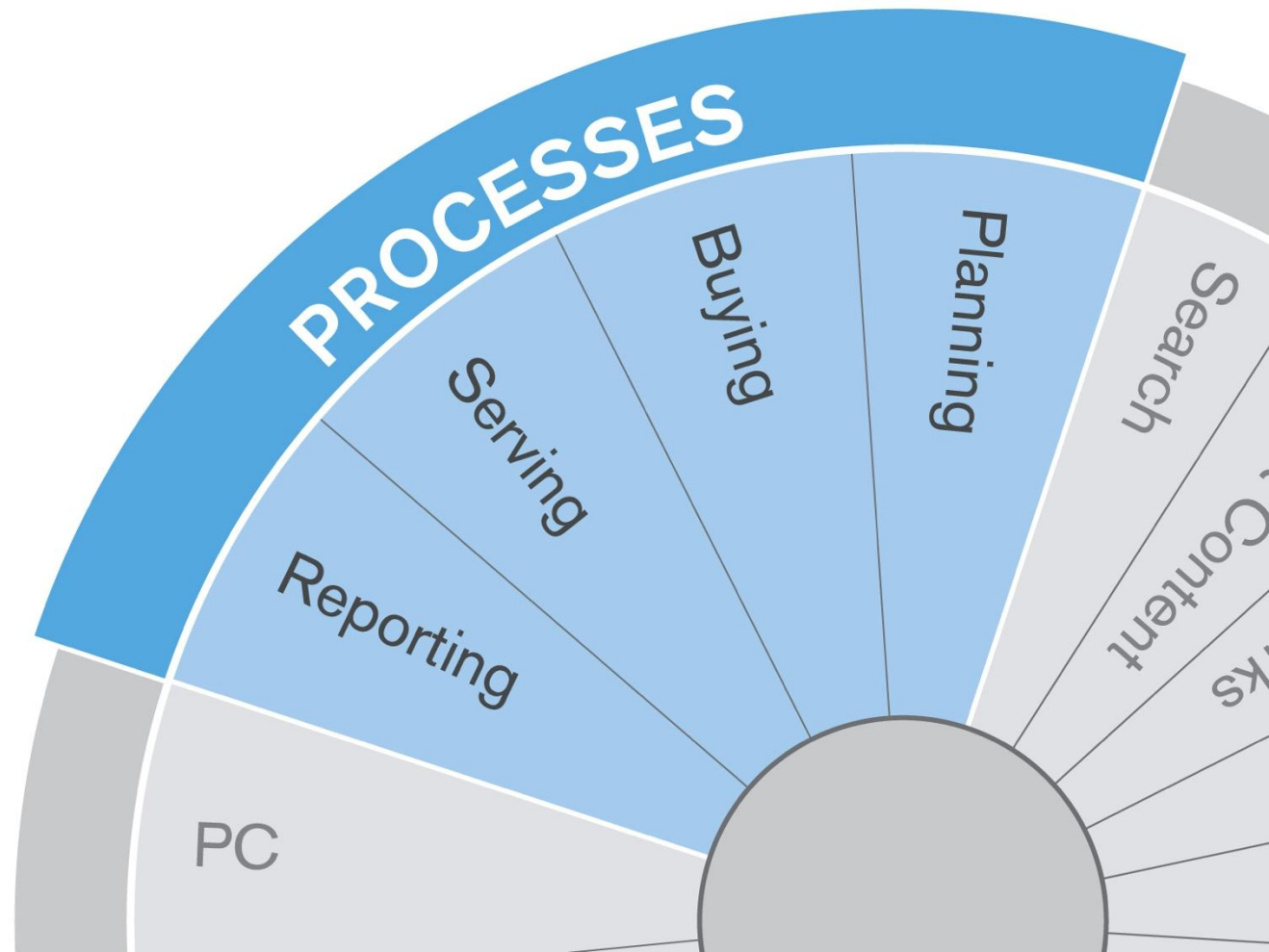
Challenge: Formats to be tracked



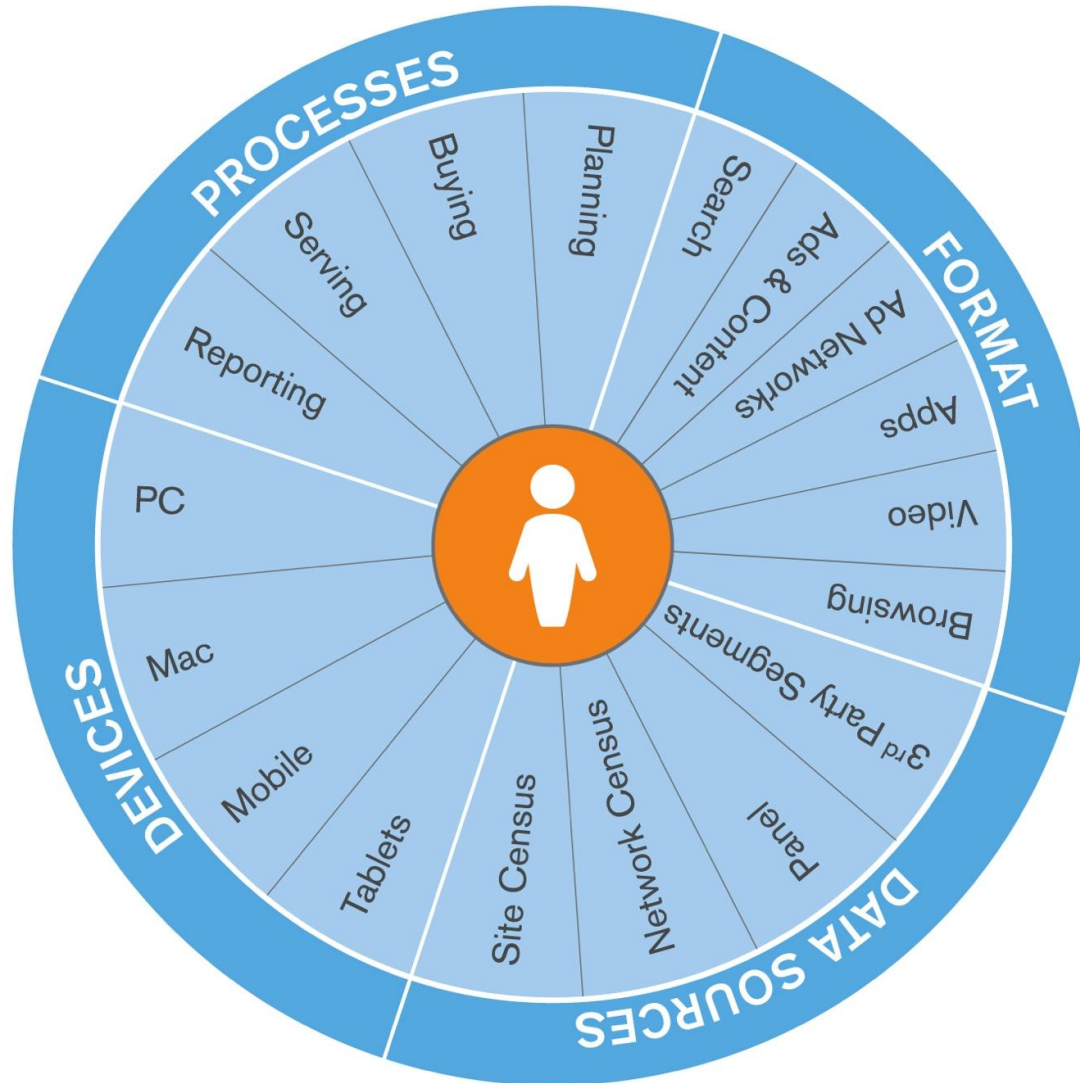
Challenge: Data sources to integrate



Challenge: Processes (especially Planning & Reporting) to be linked

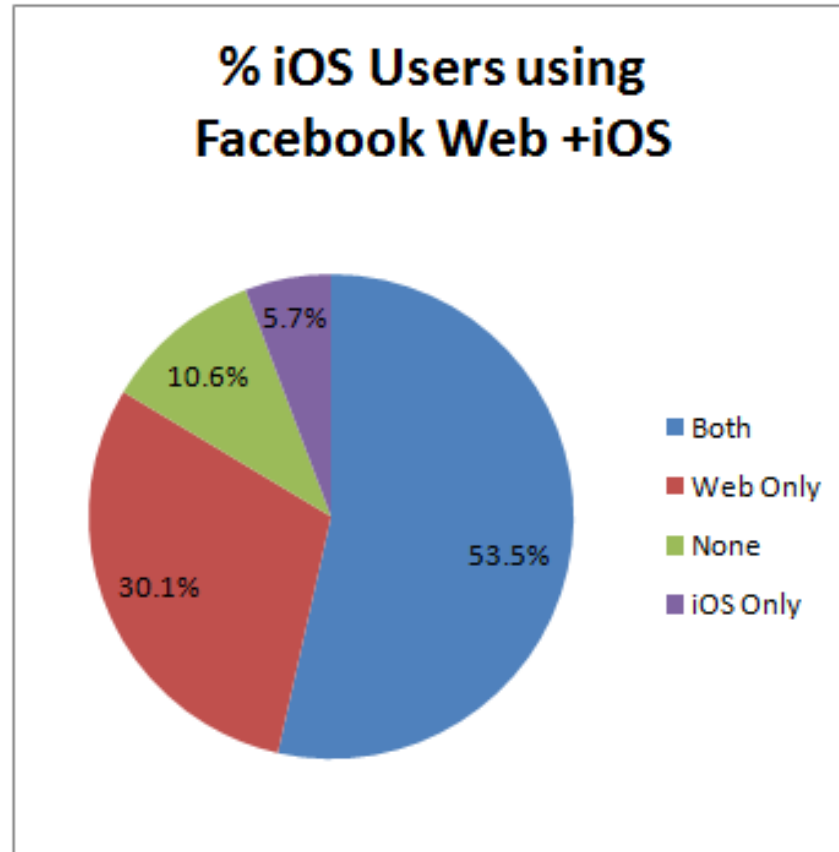


The scope of the challenge for Digital Media Measurement



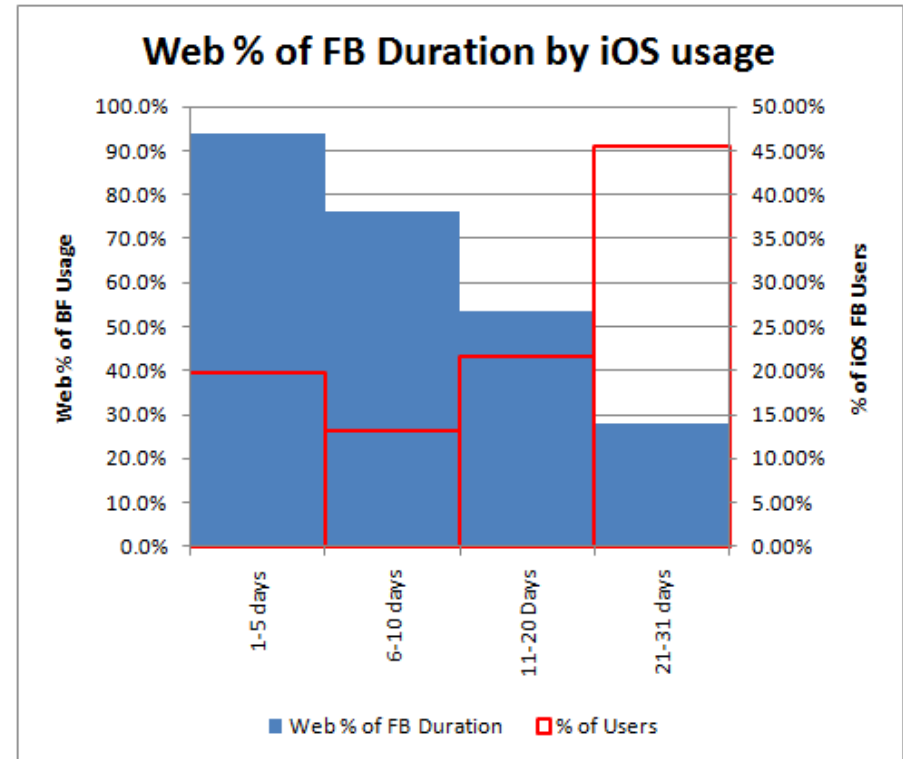
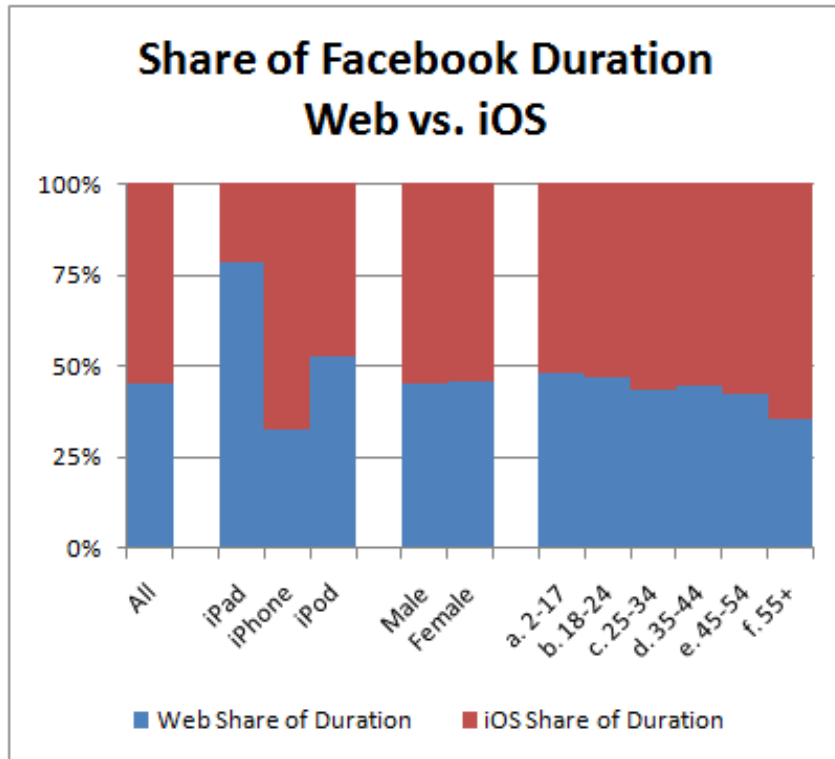
Example of why connected view is crucial

Facebook Usage PC + iOS (iPhone, iPod Touch, iPad)



Among iOS users, Only 30% access FB exclusively from the PC

Facebook Usage PC + iOS (iPhone, iTouch, iPad)



**Mobile accounts for more than 55% of Facebook Duration;
More than 70% for heavy users (which make up 45% of use base)**

The Platform is the .. Message

Category	Share of Minutes		
	iPhone	iPod Touch	iPad
Voice	22.4%		
SMS	20.2%		
Media Player	9.7%	44.6%	9.6%
Social Networking	9.2%	10.9%	3.2%
Web Browser	6.4%	7.8%	27.7%
Games	5.9%	10.0%	14.0%
Utilities	5.3%	3.7%	5.4%
Email	4.0%	1.0%	4.3%
Music	2.0%	1.4%	1.5%
Youtube	1.9%	4.6%	4.3%

Platform Matters.

Methodology

Unified Digital Measurement™ (UDM)

Global **PERSON**
Measurement

Global **DEVICE**
Measurement



PANEL



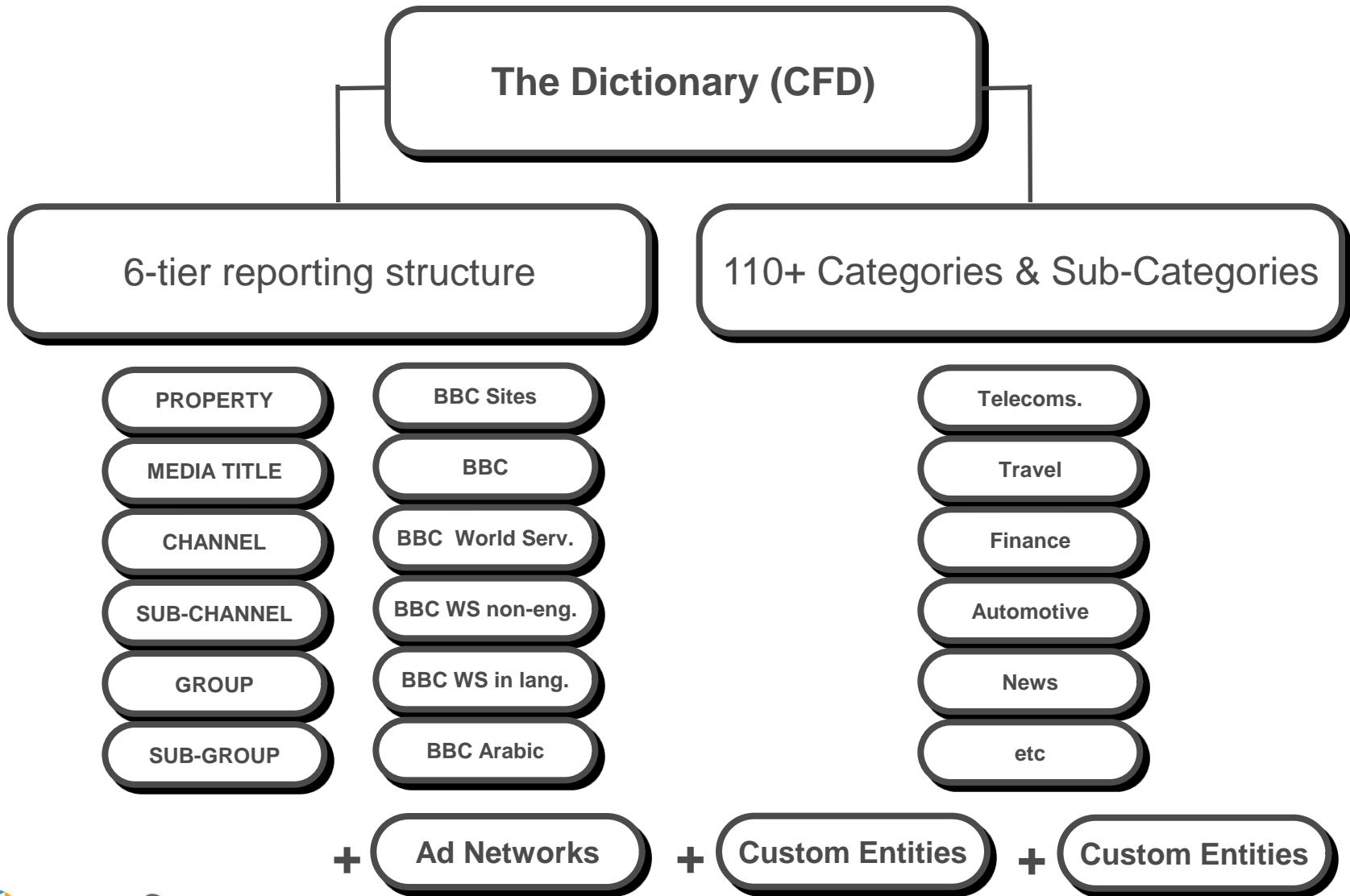
CENSUS



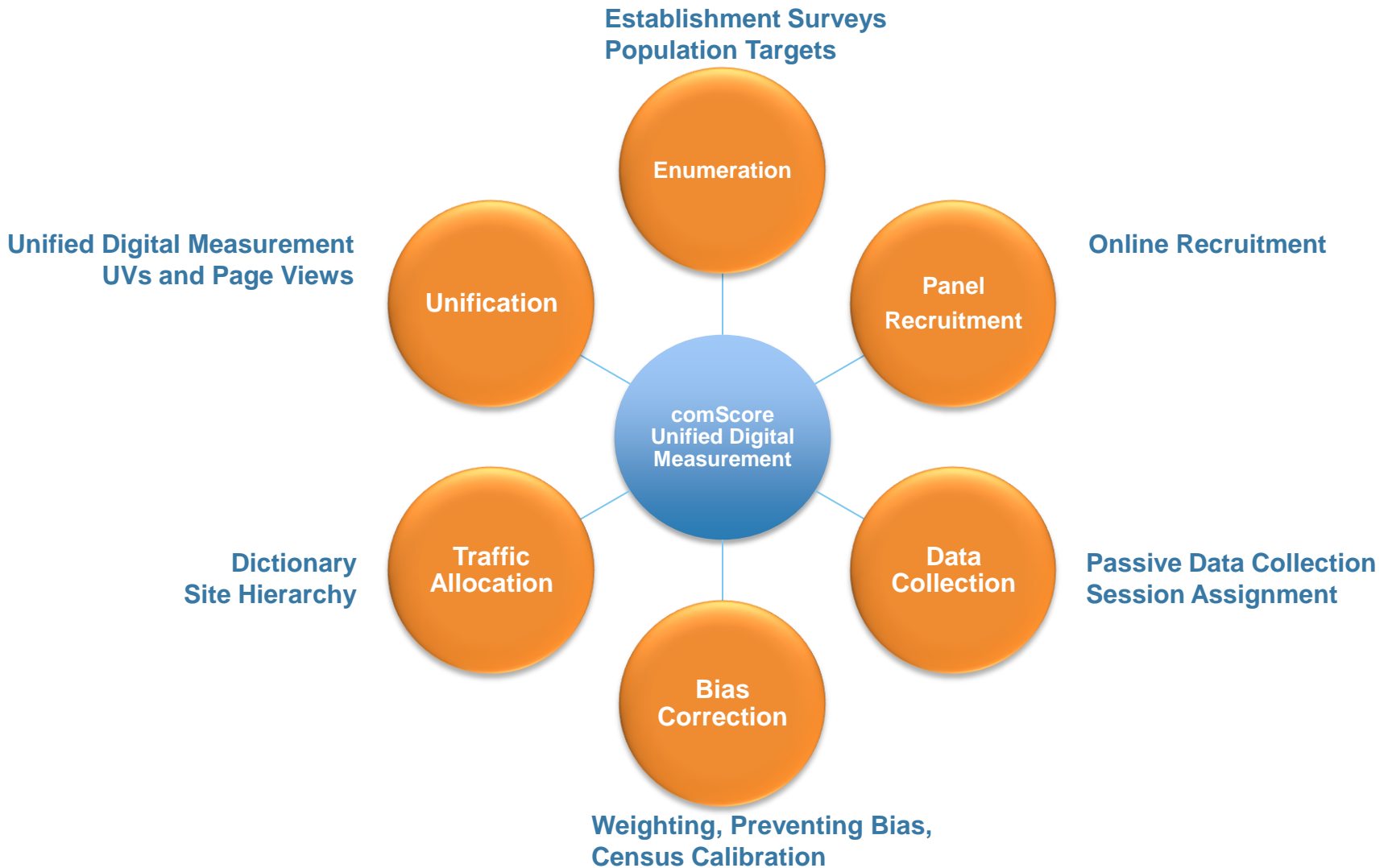
Unified Digital Measurement (UDM)
Patent-Pending Methodology

Adopted by 80% of Top 100 US Media Properties & 60% in U.K.

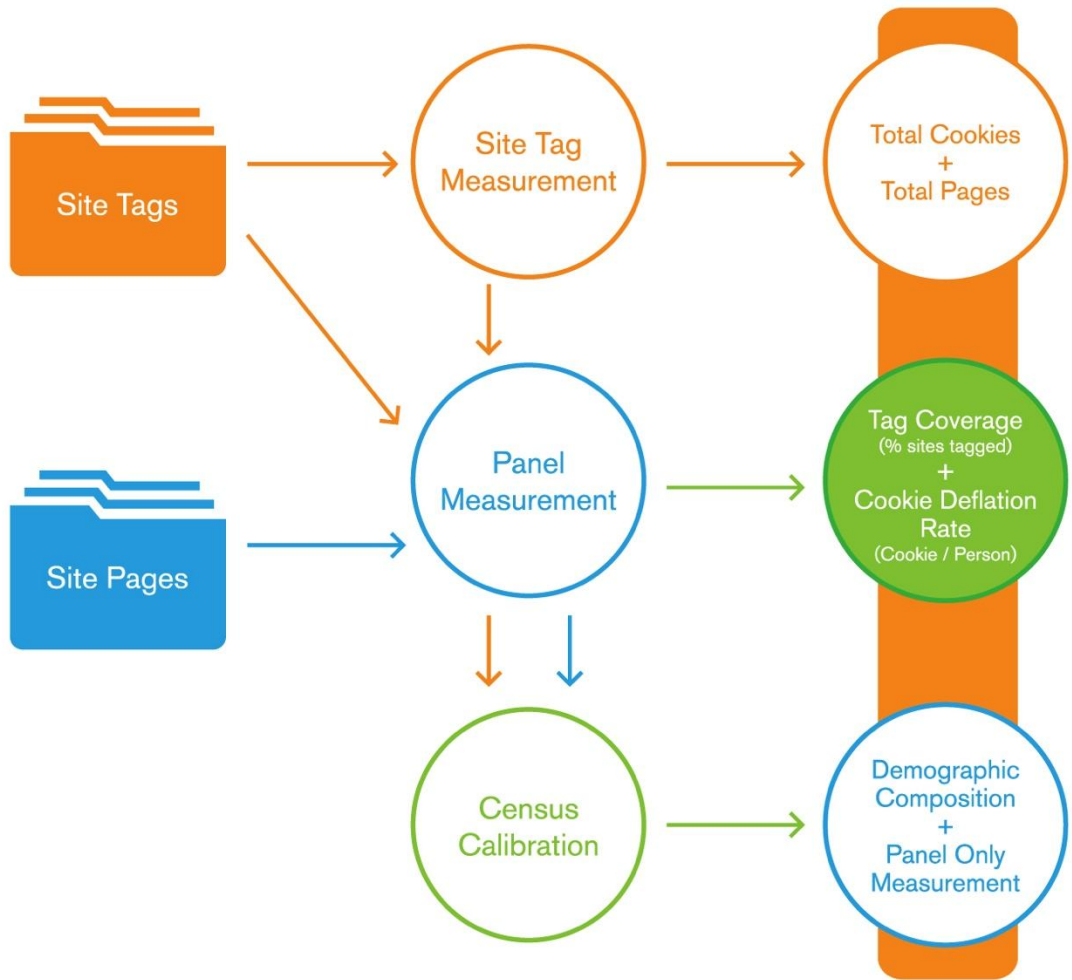
Data organization: comScore Dictionary



Building Blocks of Unified Digital Measurement

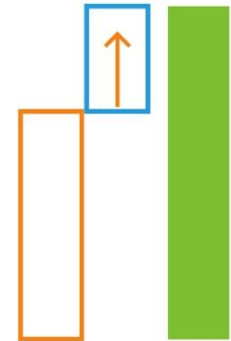


Unified Digital Measurement Operations



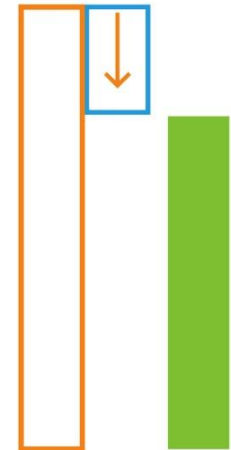
Additive figures built from **Tag Measurement** if available.

Supplemented with Panel when it is not.



Unique Visitors figures built from **Corrected Tag Measurement**.

Demographics from the Panel Measurement.



Products

RANKING



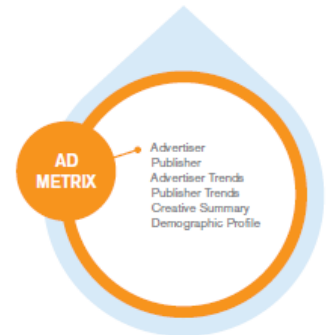
PLANNING



CAMPAIGN AUDIENCE VERIFICATION



MARKET LEVEL AD TRACKING



comScore



SITE CENSUS DATA COLLECTION



DATA DISTRIBUTION

AVAILABILITY IN CZECH REPUBLIC

As shown in Q1 2012 functionality indicated by (S)

	MC	MOBILE	MARKET
RANKING			
Media Metrix (Core Demos)	100	100	100
Total Universe	100	100	100
Segment Metrix (SPRR Demos)	100	100	100
Video Metrix	100	100	100
Qsearch	100	100	100
Plan Metrix (TOI Profiles)	100	100	100
Media Dashboard	100	100	100
MARKET LEVEL AD TRACKING			
Ad Metrix	100	100	100
CAMPAIGN AUDIENCE VERIFICATION			
AdEffx Campaign Essentials	100	100	100
PLANNING			
Reach/Frequency	100	100	100
Media Planner 2.0	100	100	100
SITE CENSUS DATA COLLECTION			
comScore Direct (Media Measurement Input Only)	100	100	100
Digital Analytix (Full Web Analytics & Media Measurement Input)	100	100	100
DATA DISTRIBUTION			
Data API for Client Internal Tools	100	100	100
Data Feed for 3rd Party Tools	100	100	100

Unified Digital Measurement through comScore Direct

comSCORE | Direct

Website | Distributed Content | Ad Network | Ad Campaign | Video

Summary | Traffic Review | Dictionary | Domain

Geography: All | Date: Custom | 03/01/2011 to 03/29/2011 | Run

Census Page Views: Census Page Views (filtered):

Legend:

- Census Page Views
 - Raw
 - Filtered
- Unique Cookies
 - Raw
 - Filtered

Domain	Census P
<input checked="" type="checkbox"/> Total	2.05
<input type="checkbox"/> www.comscore.com	47
<input type="checkbox"/> www.permissionresearch.com	46
<input type="checkbox"/> www.opinionsquare.com	39
<input type="checkbox"/> Unknown	28
<input type="checkbox"/> my.opinionsquare.com	16
<input type="checkbox"/> comscore.com	9
<input type="checkbox"/> es.permissionresearch.com	3
<input type="checkbox"/> my.permissionresearch.com	2
<input type="checkbox"/> br.permissionresearch.com	2
<input type="checkbox"/> fr.permissionresearch.com	1

comSCORE | Direct

Website | Distributed Content | Ad Network | Ad Campaign | Video

Summary | Traffic Review | Dictionary | Domain

Geography: United Kingdom | Date: Single Month | Feb 2011 | Run

Census Page Views: Single Month | Page Views (filtered):

Legend:

- Census Page Views
 - Raw
 - Filtered
- Unique Cookies
 - Raw
 - Filtered

Dictionary	Census PVs	Census PVs (filtered)	Unique Cookies	Unique Cookies (filtered)
<input checked="" type="checkbox"/> Total	588,599,501	588,389,217	N/A	N/A
<input type="checkbox"/> [P] Rightmove Sites	588,599,501	588,389,217	9,257,295	9,099,949
<input type="checkbox"/> [M] RIGHTMOVE.CO.UK	588,599,501	588,389,217	9,257,295	9,099,949

Would you like to know....

How do my competitors rank in the News/Information category by Unique Visitors and how do they perform on PV per UV measure?

If I include this site in my property, how does my reach increase?

Where were my visitors before they arrived at my site?

How many female users living in region x saw advertisement for my product in the past three months?

How many users used the search feature on my site and how many searches did they perform?

How much time did men aged 15-24 spent on watching Sports content

What type of user tends to visit my site the most?

How much is it going to cost if I am going to advertise on this site?



You can find the answers in our reports!

**MEDIA METRIX CORE
REPORTS**

AD METRIX

Q-SEARCH

**MEDIA METRIX
AUDIENCE
DUPLICATION**

VIDEO METRIX

**MEDIA METRIX
SOURCE LOSS**

**SEGMENT
METRIX**

**CAMPAIGN
REACH
FREQUENCY**



Media Metrix Core Reports

- Vertical and top-line rankings
- Demo and behavioural targeting
- Trends

Media	Total Unique Visitors (000)	% Reach	% Un
Total Internet All Males	21,105	100.0	
Ad-Focus	N/A	N/A	
BrightRoll Video Network - Potential F	20,816	98.6	
Tremor Media - Potential Reach	20,643	97.8	
Firefly Video - Potential Reach	20,641	97.8	
Joost Media - Potential Reach	20,632	97.8	51.3
TubeMogul Video Ad Platform - Poter	20,626	97.7	51.4
SpotXchange Video Ad Network - Pc	20,593	97.6	51.4
Google Ad Network**	19,880	94.2	51.1
Google	19,122	90.6	51.3
Yahoo! Network Plus**	17,093	81.0	50.8
AOL Advertising**	17,035	80.7	50.8

Media	Total Unique Visitors (000)	% Reach	Average Daily Visitors (000)	Total Minutes (MM)
Total Internet : Total Audience	41,176	100.0	33,560	71,185
Top 100 Properties	N/A	N/A
1 Google Sites	37,729	91.6	21,285	8,425
2 Microsoft Sites	36,600	88.9	12,447	7,353
3 FACEBOOK.COM	30,027	72.9	13,530	10,950
4 Yahoo! Sites	25,664	62.3	8,082	3,317
5 BBC Sites	22,816	55.4	4,862	1,105
6 eBay	21,487	52.2	4,530	2,411
7 Amazon Sites	19,572	47.5	2,562	448
8 Wikimedia Foundation Sites	17,818	43.3	2,391	273
9 Glam Media	17,697	43.0	3,300	406
10 Apple Inc.	15,130	36.7	2,635	85

FACEBOOK.COM

February 2011 | United Kingdom

Key Measures

- 30,027 Total Unique Visitors (000)
- 10.6 Average Minutes per Visit
- 13,530 Average Daily Visitors (000)
- 34.5 Average Visits per Visitor
- 15,454 Total Pages Viewed (MM)

Demographics

Gender: Male, Female

Persons - Age: 0-14, 15-24, 25-34, 35-44, 45-54, 55+

HH Income (UK): Under £10K

Full Universe

FACEBOOK.COM is not yet Unified. Please visit www.comScoreDirect.com to learn how to become Unified.

Ad Metrix

Top Ad Categories for FACEBOOK.COM

Category	Index	% Composition
Online Media	18	1.2
Finance	15	0.7
Travel	14	0.5
Computers & Technology	24	0.5
Telecommunications	14	0.5

Total Unique Visitors (000) Trend

F M A M J J A S O N D J F

Total Unique Visitors (000) to FACEBOOK.COM decreased 4.1 % since Feb 2010



Created: 4/13/2011 © comScore, Inc.

Behavioural analysis & Advanced Audience Profiling

- Audience Duplication, Reach Overlaps and Exclusive Audience analysis
- Cross Visiting and Audience affinity index reports
- Source/Loss for traffic inflows and outflows analysis

Items 1 to 100 of 6793 First Prev Next Last		Source		
	Total Unique Visitors (000) [SORT]	Entries (000) [SORT]	% of Entries [SORT]	
FACEBOOK.COM				
Sources of incoming traffic				
Google Sites	24,949	566,920	21.8	
Logon	22,174	259,379	10.0	
Microsoft Sites	15,684	375,469	14.4	
Yahoo! Sites	10,423	108,343	4.2	
eBay	6,287	39,482	1.5	
BBC Sites	5,853	32,253	1.2	
Amazon Sites	4,127	14,358	0.6	
Wikimedia Foundation Sites	3,620	10,002	0.4	
VEVO	3,590	11,788	0.5	
Ask Network	2,376	8,628	0.3	
AOL, Inc.	2,304	22,085	0.8	
Sky Sites	2,168	13,889	0.5	
Viacom Digital	2,037	5,321	0.2	
TWITTER.COM	2,023	17,674	0.7	
FORMSPRING.ME	1,991	3		

Items 1 to 100 of 5037 First Prev Next Last		Loss	
	Total Unique Visitors (000) [SORT]	Exits (000) [SORT]	
FACEBOOK.COM			
Outgoing traffic losses			
1	Logoff	27,650	374.6
2	Google Sites	24,278	580.3
3	Microsoft Sites	15,342	345.2
4	Yahoo! Sites	9,270	92.9
5	eBay	5,794	38.0
6	BBC Sites	5,187	30.4
7	Amazon Sites	3,172	13.6
8	Ask Network	2,330	7.7
9	VEVO	2,291	6.5
10	TWITTER.COM	2,086	20.2
11	FORMSPRING.ME	1,975	34.7
12	Sky Sites	1,940	11.1
13	AOL, Inc.	1,884	17.3
14	Wikimedia Foundation Sites	1,873	4.4

Media in Rows					
	Media	Total Unique Visitors (000) ▼	% Reach	Total Minutes (MM)	Total Pages Viewed (MM)
	Unduplicated	17,786	43.1	333	368
	Duplicated - 2 or More Sites	4,490	10.9	208	240
	Duplicated - All Sites	988	2.4	93	99
1	DAILYMAIL.CO.UK	10,517	25.5	147	137
2	GUARDIAN.CO.UK	9,821	23.8	131	175
3	TELEGRAPH.CO.UK	4,438	10.7	54	57

Base						
	Target Audience (000) ▼	% Vertical	Shared Audience (000)	% Vertical	% Horizontal	Index
	41,176	100.0	30,027	100.0	72.9	100
	N/A	N/A	N/A	N/A	N/A	N/A
	36,285	88.1	27,667	92.1	76.2	105
	30,027	72.9	30,027	100.0	100.0	N/A
	23,696	57.5	20,274	67.5	85.6	117
	22,982	55.8	19,975	66.5	86.9	119
	22,845	55.5	18,528	61.7	81.1	111
	22,722	55.2	19,424	64.7	85.5	117
	22,135	53.8	17,358	57.8	78.4	108
	21,107	51.3	16,540	55.1	78.4	107
	18,374	44.6	15,306	51.0	83.3	114
	18,185	44.2	14,719	49.0	80.9	111

9 EBAY.CO.UK
10 YAHOO.COM

Segment Matrix & Behavioural Analysis

- More developed picture of internet usage by tracking, analyzing and reporting internet behaviour based on time spent

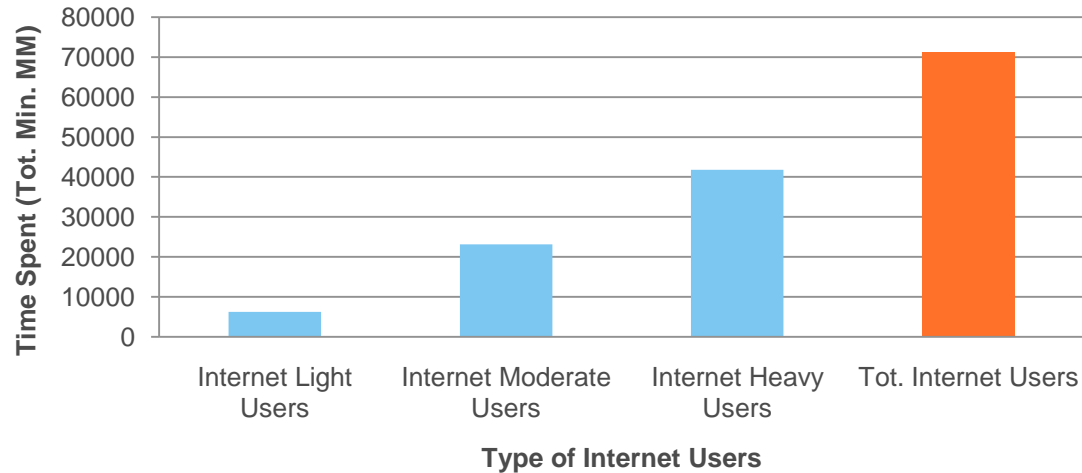
Not all Unique Visitors are Created Equal!

- Differentiation between HEAVY, MEDIUM, LIGHT
- comScore Segment Matrix H/M/L classifies each panelist as either HEAVY, MEDIUM or LIGHT in a category as a function of their time spent in that category:
 - the 20% most active consumers in that category will be classified as HEAVY
 - the next 30% will be classified as MEDIUM
 - the remaining 50% will be classified as LIGHT
- Typical questions:
 - Am I getting my fair share of the most active consumers on the Internet?
 - Where can I find consumers most interested in my category?
 - I know that HEAVY users build frequency – to build reach I need to find MEDIUM and LIGHT users – where can I find them?

What are H/M/L Segments

H/M/L User Distribution

Source: comScore Segment Matrix February 2011

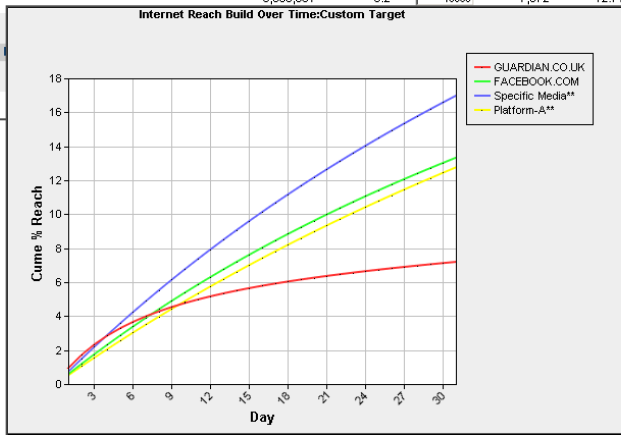


Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)
Total Internet	9,309	100.0	22.6	100	100	6,682	17,594	27,311
Sports	5,431	58.3	22.1	98	99	1,871	313	439
BBC Sport	1,741	18.7	23.4	103	85	357	52	66
Yahoo! Sports	1,095	11.8	25.2	111	138	204	24	23
Sky Sports	781	8.4	22.7	100	126	135	28	25
Perform Sports	680	7.3	24.1	107	112	100	12	23
MSN Sports International	515	5.5	34.2	151	205	62	5	8
ESPN	515	5.5	21.6	95	85	58	22	32
Guardian Sport	480	5.2	22.9	101	90	60	4	5
Mail Online - Sport	414	4.4	24.7	109	128	70	3	3
Big Lead Sports By FSV	336	3.6	22.6	100	64	28	3	4
PREMIERLEAGUE.COM	313	3.4	25.4	112	86	31	5	6

Campaign Reach /Frequency

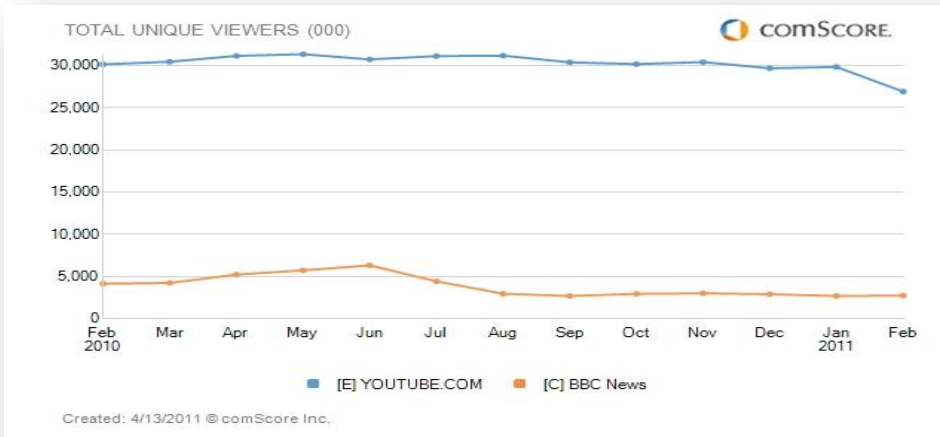
- Simulate and optimize Media Plans thru the integrated R&F reports
- Select Target, Budget, Duration, CPM and Sites and evaluate the R/F output and GRPs
- Include Ad Networks actual delivery (exclusive to comScore) and Custom Entities

		Avail Page Views (000)	Impr as % of Avail Page Views	Impressions (000)	UVs (000)	% Reach Total Pop	Average Frequency	Reach Factor (%)	% Composition Impressions	% Composition UV	GRPs Total Pop	Cost	Delivered CPM	Cost per 1000 UV Total Pop
Total Campaign														
1	Total Audience	20,051,570	0.2	40000	19,372	32.51	2.1		100.0	100.0	67	400.00	0.01	0.02
2	Custom Target	5,091,289	0.3	13065	4,859	37.43	2.7		32.7	25.1	101	130.65	0.03	0.08
GUARDIAN.CO.UK														
3	Total Audience	29,030	34.4	10000	2,620	4.40	3.8	100.0	100.0	100.0	17	100.00	0.01	0.04
4	Custom Target	15,601	34.4	5374	934	7.20	5.8	100.0	53.7	35.7	41	53.74	0.02	0.11
FACEBOOK.COM														
5	Total Audience	6,690,944	0.1	10000	7,052	11.83								
6	Custom Target	2,143,160	0.1	2466	1,732	13.34								
Specific Media**														
7	Total Audience	5,360,501	0.2	10000	7,572	12.71								



	Media	Total Unique Visitors (000)	% Reach	Total Pages Viewed (MM)	Average Usage Days per Visitor	Average Pages per Visitor
	Total Internet : Total Audience	41,176	100.0	104,736	22.8	2,544
	Advertising Networks	N/A	N/A
1	Google Ad Network**	38,866	94.4	56,736	15.7	1,460
2	Yahoo! Network Plus**	33,631	81.7	17,304	10.0	515
3	AOL Advertising**	33,513	81.4	5,683	10.0	170
	Advertising.com**	33,378	81.1	5,282	9.9	158
	Userplane**	757	1.8	103	3.9	137
4	24/7 Real Media**	33,421	81.2	1,980	9.8	59
5	Microsoft Media Network**	31,913	77.5	14,454	10.0	453
6	Specific Media**	31,847	77.3	7,378	8.0	232
7	ValueClick Media EU (vcmedia)**	30,220	73.4	1,228	6.5	41
8	Unanimis Network Aggregate**	29,336	71.2	9,009	7.3	307
9	Tribal Fusion**	28,633	69.5	2,520	6.0	88
10	Adconion Media Group**	25,423	61.7	830	4.8	33
11	Vibrant Media**	24,894	60.5	294	3.9	12
12	Burst Media**	22,380	54.4	780	4.7	35

Video Metrix



- Measure video consumption across platforms
- Plan around people! Identify sites that over-index for particular audiences
- Compare site trends across multiple measures
- Break out video-viewing activity by ads vs. content

Measures

Standard Set

- Total Unique Viewers (000)
- Viewer Penetration
- % Composition Unique Viewers
- Composition Index for Unique Viewers
- Videos (000)
- Share of Videos
- Videos per Viewer
- Minutes per Viewer
- Minutes per Video
- Total Minutes (MM)
- % Reach Web Pop
- GRPs Web Pop
- % Reach Total Pop
- GRPs Total Pop

Data Alerts 1 (0 unread)

Media	Total Unique Viewers (000)			Average Daily Unique Viewers (000)			Visits (Sessions) (000)			Total - Vid
	Total - Videos	Ad - Videos	Content - Videos	Total - Videos	Ad - Videos	Content - Videos	Total - Videos	Ad - Videos	Content - Videos	
Total Internet : Total Audience	32,975	17,767	32,357	13,991	2,907	12,909	896,165	200,861	858,241	100.0
Top 100 Video Properties	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1 Google Sites	26,932	3,757	26,921	6,476	223	6,460	344,291	17,159	343,793	81.7
2 BBC Sites	9,214	90	9,180	991	4	988	43,060	195	42,935	27.9
3 FACEBOOK.COM	8,455	241	8,374	818	15	806	30,888	594	30,495	25.6
4 VEVO	7,154	581	7,105	134	41	93	24,010	1,427	23,878	21.7
5 Amazon Sites	7,105	198	7,045	460	10	454	15,364	368	15,151	21.5
6 Yahoo! Sites	6,998	4,759	4,425	756	360	370	27,048	13,906	12,731	21.2
7 SpotXchange Video Ad Network	5,788	5,788	N/A	487	487	N/A	20,672	20,672	N/A	17.6
8 Microsoft Sites	5,719	2,396	5,347	446	76	402	15,074	2,671	13,629	17.3
9 Viacom Digital	5,094	474	4,924	126	13	116	13,225	602	12,830	15.4

qSearch: understanding consumer search activity

- Search Performance at my site
- How many people am I reaching? How often? Who are they?
- How am I performing against competitors?
- How is this evolving over time?

COMSCORE | MyMetrix

Media Metrix Segment Metrix Reach Frequency Plan Metrix Ad Metrix MediaBuilder qSearch Video Metrix Mobile GSMA

qSearch Key Measures

	Media	Searches (MM)	Search Result Pages (MM)	Search Usage Days (MM)	Se Pe	Core Search Key Measures	Searchers (000)	Search Visits (MM)	Search F Pages Search
	Total Internet	23,866	34,119	2,850					
	All qSearch Properties					
1	Total Internet	23,866	34,119	2,850			218,951	6,668	
2	Google Sites	14,252	18,689	2,021		23.0 7.1	192,166	4,412	
3	Yahoo! Sites	2,689	3,588	611		9.0 4.4	113,760	1,021	
4	Microsoft Sites	1,862	2,590	435		7.8 4.3	95,052	739	
5	Ask Network	742	908	270		4.4 2.8	83,849	367	
6	craigslist, inc.	664	2,448	137		5.7 4.9	34,877	200	
7	eBay	659	1,283	140		4.4 4.7	44,076	195	
8	FACEBOOK.COM	647	1,164	212		4.4 3.0	63,460	281	
9	AOL LLC	594	716	202		4.5 2.9	63,205	285	
10	Fox Interactive Media	406	877	99		4.1 4.1	31,198	129	
11	Amazon Sites	226	393	82		2.6 2.7	37,915	99	
12	Apple Inc.	152	169	31		3.0 4.9	12,706	39	
13	CONDUIT.COM	149	210	47		7.0 3.2	11,098	78	
14	Match.com Sites	109	154	16		7.5 6.7	3,758	28	
15	AT&T Interactive Network	90	118	33		2.3 2.8	17,167	39	

Ad Metrix: understanding the online advertising landscape

Ad Metrix measures display advertising delivered to the Users. Info collected at Panel-level assures 360° coverage (inc. long-tail) and demo profile details.

- Measures both IAB and non-IAB ad sizes, includes rich media and static ads
- Patent technology reconciles ad with advertiser
- 3 main views:
 - **Publisher view:** who advertised on publisher A vs. Publisher B?
 - **Advertiser view:** where did Advertiser A deliver advertisements?
 - **Creative views:** creative-level detailed performance (reach/impressions)



Leading CPG advertiser

Items 1 to 100 of 3948	Total Display Ad Views (000)	% Vertical	% Horizontal	Advertising Exposed Unique Visitors (000)	Average Frequency
Total Internet	222,286	100.0	0.1	36,692	6.1
Ad Metrix Publisher Sites	N/A	N/A	N/A	N/A	N/A
1 P Microsoft Sites	39,467	17.8	0.2	3,154	12.5
2 M MSN Windows Live	36,425	17.7	0.2	3,152	11.6
3 O NER TV	29,271	13.2	16.8	1,321	22.2
4 O Google Sites	26,662	12.0	0.7	7,833	3.4
5 M YOUTUBE.COM	26,230	11.8	0.9	7,855	3.3
6 C Yahoo! + Partners	27,467	12.4	0.0	6,344	4.3
7 C Yahoo! Sites	27,907	12.5	0.0	4,230	6.6
8 M Yahoo!	27,089	12.2	0.0	4,222	4.4
9 C Yahoo! Games	14,048	6.3	2.2	2,489	5.6
10 C Yahoo! U.S. Games	14,948	6.7	2.3	2,464	5.7
11 E AOL Media Network	13,726	6.2	0.1	3,348	2.6
12 O AOL/USC	13,236	6.0	0.1	3,348	2.6
13 O AOL	13,236	6.0	0.1	4,988	2.7
14 O willaga.com: The Womens Network	10,998	4.9	2.8	1,983	5.1
15 O Meredith Corporation	7,840	3.5	0.1	4,432	2.1
16 P NFL Internet Group	7,302	3.3	2.2	2,027	3.6
17 O Viacom Digital	7,227	3.3	0.7	1,084	6.7
18 M My.com	7,248	3.3	2.7	2,001	3.6
19 O MTV Networks Music	6,024	2.7	1.3	860	7.0
20 E MTV Music and Youth	6,024	2.7	1.2	860	7.0
21 O E.W. Scripps	5,878	2.6	0.9	2,059	2.9
22 O CMT	5,567	2.5	11.4	654	8.5
23 E CMT.COM	5,565	2.5	11.5	654	8.5
24 O MSN Music	5,395	2.4	3.8	422	12.8
25 P BHG.COM	5,172	2.3	0.4	826	6.3
26 P Time Warner - Excluding AOL	5,161	2.3	0.2	1,144	4.5
27 O AT&T, Inc.	5,009	2.3	1.4	1,476	3.4
28 O AT&T WorldNet Service					
29 O ATT.NET					
30 E Tractor Media					
31 M RWTC.COM					
32 O Glam Media					
33 M Epony.com					

Key Learning:
Total ads delivered does not always equal more exposed viewers

Unmatched granularity in media selection reporting, using six-level MMX

Sports Site A

Total Display Ad Views (000)	% Vertical	% Horizontal
490,630	100.0	0.1
1 Advertiser Properties	N/A	N/A
2 PHOENIXDEGREES.COM	33,016	6.7
3 eBay	24,249	4.9
4 NETFLIX.COM	15,738	3.2
5 P Travelport (Includes Cheap Tickets)	14,124	2.9
6 United Online	11,711	2.4
7 Verizon Communications Corp	10,232	2.1
8 Coca-Cola Company	10,032	2.0
9 Sony Online	9,540	1.9
10 P ORBITZGAMES.COM	9,026	1.8
11 O Experian Interactive	8,334	1.7
12 P General Motors	7,631	1.6
13 P Ask Network	6,656	1.4
14 P Toyota	6,196	1.3
15 P IBM	5,857	1.2
16 O Microsoft Sites	5,710	1.2
17 O Best Buy Sites	5,705	1.2
18 O Nike	5,025	1.0
19 O Yum! Brands Inc.	4,676	0.9
20 P Starwood Hotels And Resorts	4,449	0.9
21 O Deutsche Telekom	4,383	0.9

Sports Site B

Total Display Ad Views (000)	% Vertical
1,389,107	100.0
1 Advertiser Properties	N/A
2 eBay	20,420
3 NetScout24	44,636
4 NETFLIX.COM	37,922
5 P Travelport (Includes Cheap Tickets)	33,333
6 United Online	12,703
7 Verizon Communications Corp	17,004
8 Coca-Cola Company	4,186
9 Sony Online	1,267
10 P ORBITZGAMES.COM	N/A
11 O Experian Interactive	3,175
12 P General Motors	1,030
13 P Ask Network	1,417
14 P Toyota	1,301
15 P IBM	N/A
16 O Microsoft Sites	625
17 O Best Buy Sites	1,030
18 O Nike	3,259
19 O Yum! Brands Inc.	30
20 P Starwood Hotels And Resorts	530
21 O Deutsche Telekom	9,234

Video: Tagging Enables Detailed content classification



- comScore / YouTube joint offering to enable direct measurement for YouTube partners of all sizes
- Tagging enables publisher details to be tracked within broad UGM network

A screenshot of a table with columns for 'Publisher', 'Revenue', and 'Average Daily Unique Viewers (000)'. The table lists various YouTube-related entities. A red circle highlights the top three rows: 'YOUTUBE.COM*', 'Partner @ Youtube', and 'Partner @ Youtube'. The 'Channel @ Youtube' row is partially visible below the circle.

	Revenue	Average Daily Unique Viewers (000)
YOUTUBE.COM*		
Partner @ Youtube	834	35,406
Partner @ Youtube	735	609
Partner @ Youtube	4,056	208
Channel @ Youtube	3,957	208
Channel @ Youtube	1,801	116
Partner @ Youtube	915	38
Channel @ Youtube	861	38

comScore GSMA MMM Core Reports

GSMA MMM provides reliable, independent, consistent, audited and comprehensive metrics from actual total mobile population behaviour displayed in powerful reporting tools.

The screenshot displays the comScore MyMetric interface for a report on Facebook.com in September 2009, United Kingdom. The main dashboard includes a navigation menu with categories like Media, Demographic Profile, Media Trend, Source/Loss, and Device Profile. A central data table shows key metrics: Total Unique (90,891), % Reach (26.7%), % Composition (16,440), and Composition (10,446). Below this, several charts are visible: a bar chart for Gender (Male/Female), a bar chart for Persons - Age (19-24 to 55+), a bar chart for M:R Income (UK) (Under £10k to £35k+), a bar chart for Children (Yes/No), a bar chart for M:R 312s (1-5s), a bar chart for Social Grade (UK) (A-F), and a world map for World Metrics by Region (Asia Pacific, Europe, Latin America, Middle East - Africa, North America). A 'Media Metric 2.0 Legend' window is open, defining measurement types: Property, Media Title, Channel, Subchannel, Group, Subgroup, Custom Entity, Ad Network, Alternate Rollup, Extended Network, Advertiser Level, and Product Level. It also explains 'Full Hybrid' and 'Partial Hybrid' measurement methods. A 'Device' selection panel on the left lists filters for Handset Manufacturer, Operating System, Connectivity, Browser, Middleware, MMA Screen Width, Touchscreen, Full Keyboard, Handset Camera, GPS, and Removable Media. A 'Summary' panel on the right lists various metrics like Total Unique Visitors, % Reach, and Composition Index UV.

Media Planner 2.0: Agencies can create a campaign

The image displays a sequence of four overlapping screenshots from the Media Planner 2.0 interface, illustrating the campaign creation process:

- New Campaign:** Shows the initial setup screen with steps: 1 Basic Information, 2 Targeting, 3 Ad Serving Requirements, 4 Summary. Instruction: "Start by inputting your campaign information below. Click next to move to the following step."
- Edit Campaign (Step 1):** Shows the "Basic Information" step with instructions: "Enter your targeting requirements below. Click next to move to the following step."
- Edit Campaign (Step 3):** Shows the "Ad Serving Requirements" step with instructions: "Enter your ad serving requirements below. Click next to move to the following step." It includes a "Countries / Regions" list (Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile) and a "For US Reg" section with a "None" radio button selected.
- Edit Campaign (Step 4):** Shows the "Summary" step with instructions: "Please review your campaign summary below and save or correct as needed." It contains a detailed summary of campaign information:

Section	Details
Contact Information	Advertiser: test_advertiser Brand/Product: test_product
Creative Direction	The following ad units will be used in this campaign : 300 x 250 px 160 x 600 px 728 x 90 px
Image Ad Server	The following Image ad server will be used: 24/7 Real Media
Ad Server Requirements	Geotargeting: United States
Frequency Capping	5 per user per day
Campaign Overview	Campaign Name: test_Campaign Campaign Dates: 02/01/2011 to 02/28/2011
Budget Submissions	Total Campaign Budget: \$10,000,000.00 Please submit proposals at the following levels: 1000000
Other IAB Ad Unit(s) in pixels	

At the bottom of the summary screen, there are four buttons: "Back", "Next", "Save" (highlighted in orange), and "Cancel".

Plan the targets that they can buy, including operator profiles

Geography ?

United Kingdom

Time Period ?

January 2011 Unreleased **Impressions data will be Estimated**

Demographics ?

Gender: Male Female

Persons - Age: 6-14 15-24 25-34 35-44 45-54
 55+

HH Income (UK): Under £10K £10K-£24,999 £25K-£34,999 £35K-£49,999 £50K or more

Lifestyle, Ownership, and Purchase Intent

Behavioral Targets

Third Party Segments

Ability to support different targeting or segmentation, inc. Operator targets, TGI or Mosaic

Build their consideration set.... And RFP it to appropriate publishers

The screenshot displays the comScore Media Planner interface. The main window is titled "Campaign Management" and shows a list of campaigns with columns for Brand, Status, Start Date, End Date, RFP Due Date, Budget Allocated, and Total Budget. The "20 Sent" tab is selected. Below the campaign list, the "Consideration Set" section is visible, showing a list of publishers and their associated media packages. The "Send RFP" modal window is open, showing a "New Request for Proposal" form with fields for Agency, Advertiser, Product, and Budget. The form also includes a "Send RFP" button and a "Download This Set" button.

Campaign	Brand	Status	Start Date	End Date	RFP Due Date	Budget Allocated	Total Budget
Campaign Name 1	Brand	RFP Sent	01/01/11	02/15/11	01/01/11	250,000	360,000
Campaign Name 2	Brand	RFP Sent	01/01/11	02/15/11	01/01/11	250,000	360,000
Campaign Name 3	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 4	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 5	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 6	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 7	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 8	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000
Campaign Name 9	Brand	RFP Sent	01/01/11	03/15/11	01/01/11	250,000	360,000

Publisher	Media	Status	Total
Aol.com (6 Packages)	Entertainment	RFP Not Sent	435,230
Aol.com (6 Packages)	News	RFP Not Sent	435,230
Aol.com (6 Packages)	Sports	RFP Not Sent	435,230
Aol.com (6 Packages)	Homepage	RFP Not Sent	435,230
Aol.com (6 Packages)	Living	RFP Not Sent	435,230
Aol.com (6 Packages)	Travel	RFP Not Sent	435,230
Yahoo.com (4 Packages)	Entertainment	RFP Not Sent	435,230
Yahoo.com (4 Packages)	News	RFP Not Sent	435,230
Yahoo.com (4 Packages)	Sports	RFP Not Sent	435,230
Yahoo.com (4 Packages)	Travel	RFP Not Sent	435,230
Googlenews.com			

After RFP responses, agencies can optimise & tune their plans

The screenshot displays the comScore Media Planner interface. The top navigation bar includes 'Welcome', 'MyMetrix', 'Marketer', 'M.Metrics', 'Media Planner', 'Delivery Center', and 'Direct'. The main header shows 'comSCORE. | Media Planner' and 'Campaign Name 1'. The left sidebar contains a 'Planning Board' with options like 'Draft Media Plan 2' through 'Draft Media Plan 7'. The main content area is titled 'Ad Networks' and shows a 'Draft Media Plan Overview' with key metrics: CostPoint (\$4.25), Blended CPM (\$14.5), Total Cost (\$752k), % of Budget (33%), Impressions (20,000), and Days (31). A 'Reach By Impressions' line graph shows impressions per day from April 30, 2010, to October 29, 2010. Below the graph is a 'Flight Plan' bar chart with three packages (a, b, c) and a 'Publishers' table. The table lists publishers like AOL.com and Entertainment with various key measures. At the bottom, there are buttons for 'Download This Set' and 'Make This My Final Media Plan'. An orange arrow points from the 'Make This My Final Media Plan' button to the 'Draft Media Plan 2' option in the sidebar.

Ad Networks View by: Total Audience

Draft Media Plan Overview

CostPoint	\$4.25	Blended CPM	\$14.5	Total Cost	\$752k	% of Budget	33%	Impressions	20,000	Days	31	Total Reach	.9	Avg. Freq.	5.3	Total GRP	80.5	Target GRP	50.2
-----------	--------	-------------	--------	------------	--------	-------------	-----	-------------	--------	------	----	-------------	----	------------	-----	-----------	------	------------	------

Reach By Impressions

Impressions/Day

April 30, 2010 - Oct 29, 2010

Date: 1/10, 1/11, 1/12, 1/13, 1/14, 1/15, 1/16, 1/17

Flight Plan

Package a, Package b, Package c

Publishers Key Measures by Total Audience

Packages	Reach	Freq	UVs	Pg Views	% Comp	GRP	Reach	Freq	UVs
Aol.com (6 Packages)									
Entertainment	.9	1,293	22,023	22,023	73	14.5	.9	1,293	22,023
News	.87	1,293	22,023	22,023	80	10.2	.87	1,293	22,023
Sports	.9	1,293	22,023	22,023	90	9.4	.9	1,293	22,023
Homepage	.9	1,293	22,023	22,023	90	9.4	.9	1,293	22,023

55 \$14.5 9.2 2

- View each media plan draft, make adjustments to line items

Measure What Matters: AdEffx™ Suite



Campaign Essentials

Verifies Audience Demographics & Ad Delivery Using Reach, Frequency, & GRP

Focus
of Initial
Release



Action Lift

Monitors Behavioral Changes Such as Websites Visiting & Searching
Lift Norms • Self-Service Action Lift Inside Tool



Brand Survey Lift

Measures Attitudinal Lifts Such as Awareness & Favorability
Cross-Media Lift • Lift Norms • Mobile Brand Survey Lift



Online Sales Lift

Measures Impact on Online Sales & Competitors' Sales
Lift Norms



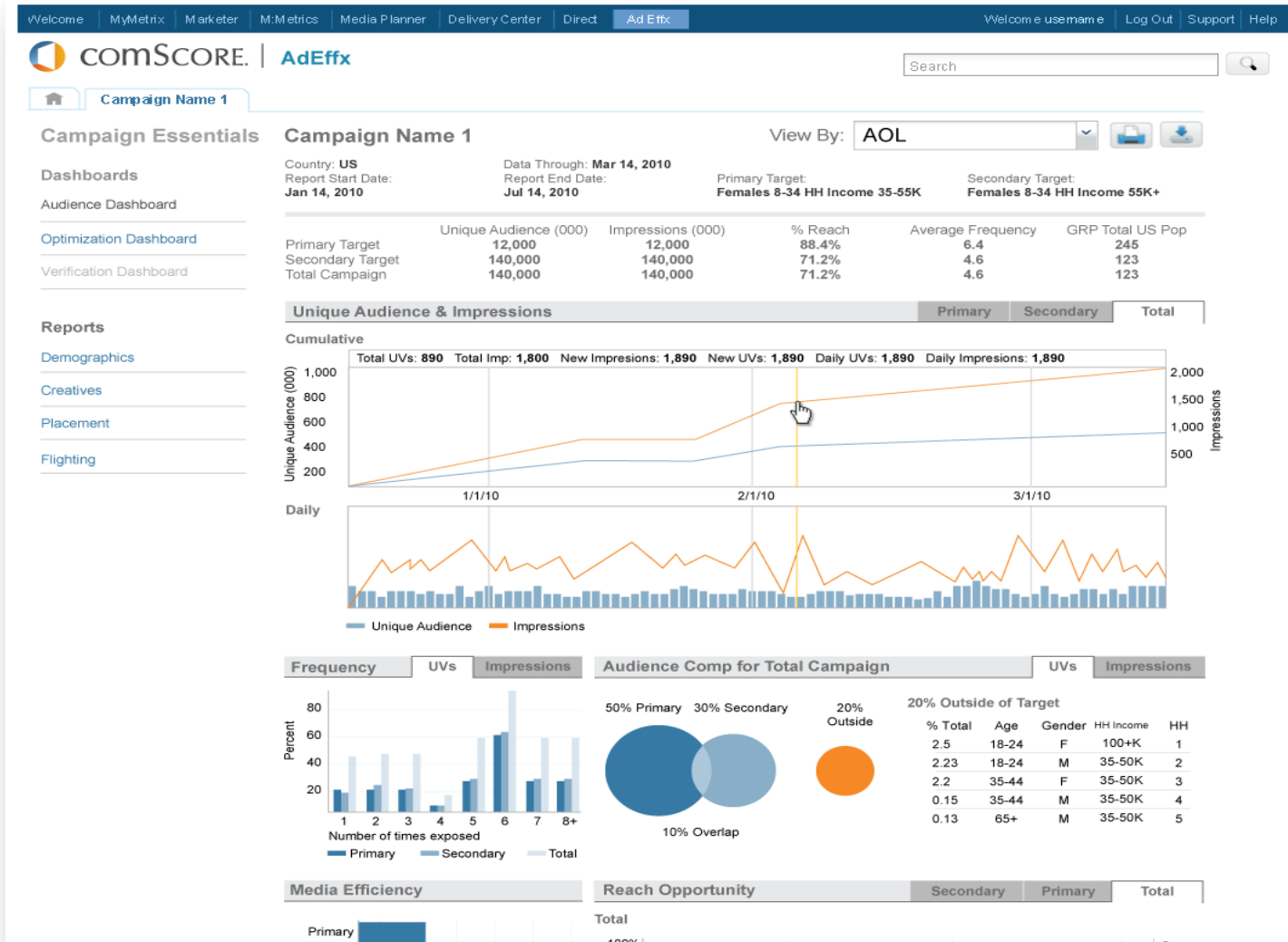
Offline Sales Lift

Measures Impact on Offline Sales
Third-party Retailer Sales Data Match • Lift Norms

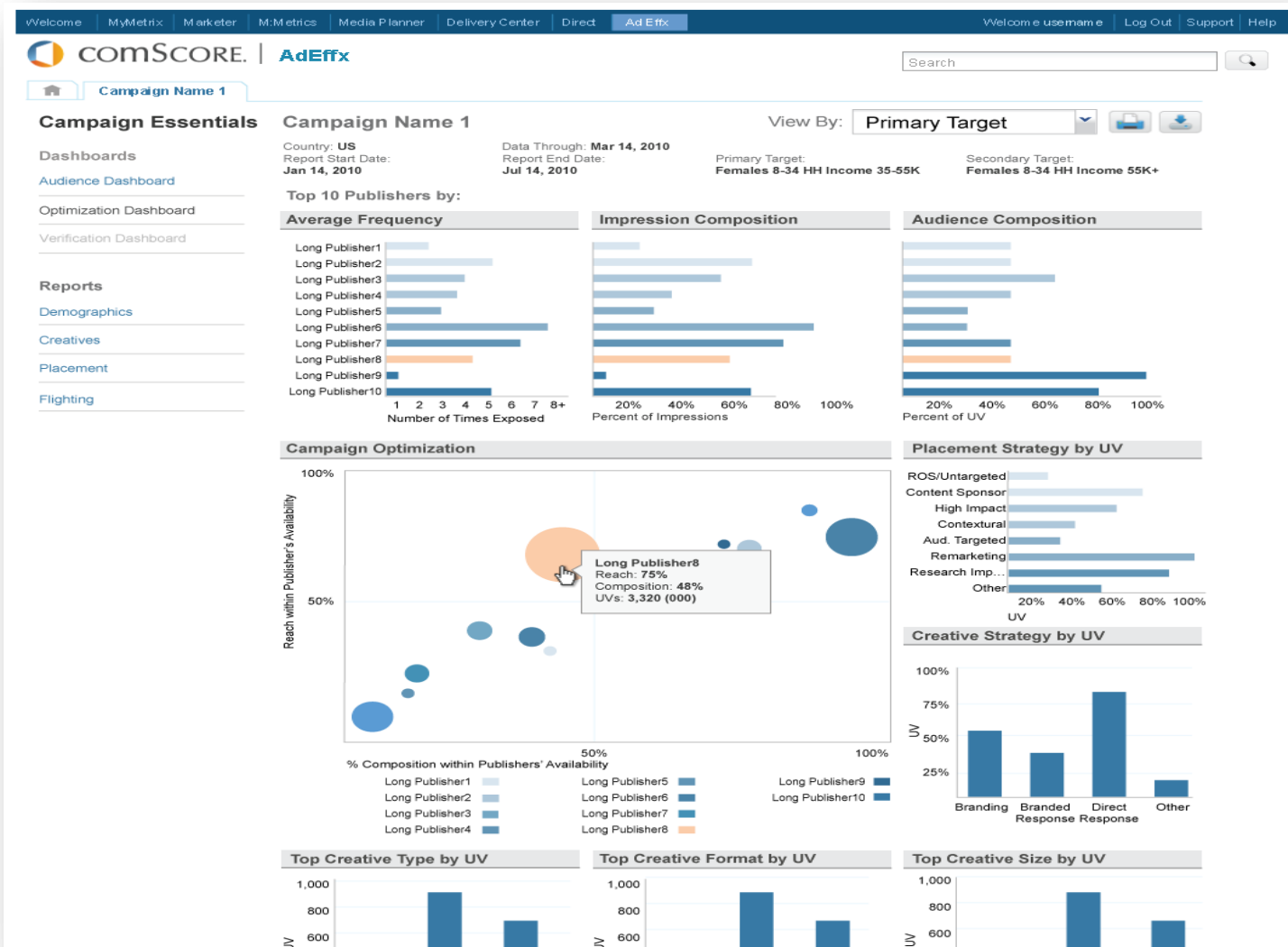
Cost Per Lift Determines the Cost Per Lift for Brand & Actions (in beta)

Lift Norms View Into the Mass Effects on the Above Measures (in beta)

Know who you are reaching the next day



Optimise campaigns while still live



RANKING



PLANNING



CAMPAIGN AUDIENCE VERIFICATION



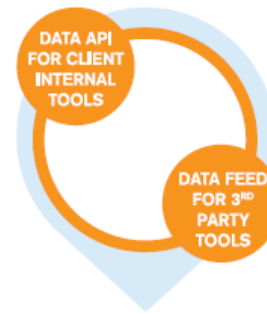
MARKET LEVEL AD TRACKING



comScore



SITE CENSUS DATA COLLECTION



DATA DISTRIBUTION

AVAILABILITY IN CZECH REPUBLIC

As shown in Q1 2012 functionality indicated by (S)

	MC	MOBILE	MARKET
RANKING			
Media Metrix (Core Demos)	100	100	100
Total Universe	100	100	100
Segment Metrix (SPRR Demos)	100	100	100
Video Metrix	100	100	100
Qsearch	100	100	100
Plan Metrix (TOI Profiles)	100	100	100
Media Dashboard	100	100	100
MARKET LEVEL AD TRACKING			
Ad Metrix	100	100	100
CAMPAIGN AUDIENCE VERIFICATION			
AdEffx Campaign Essentials	100	100	100
PLANNING			
Reach/Frequency	100	100	100
Media Planner 2.0	100	100	100
SITE CENSUS DATA COLLECTION			
comScore Direct (Media Measurement Input Only)	100	100	100
Digital Analytix (Full Web Analytics & Media Measurement Input)	100	100	100
DATA DISTRIBUTION			
Data API for Client Internal Tools	100	100	100
Data Feed for 3rd Party Tools	100	100	100

THANK YOU FOR YOUR ATTENTION

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